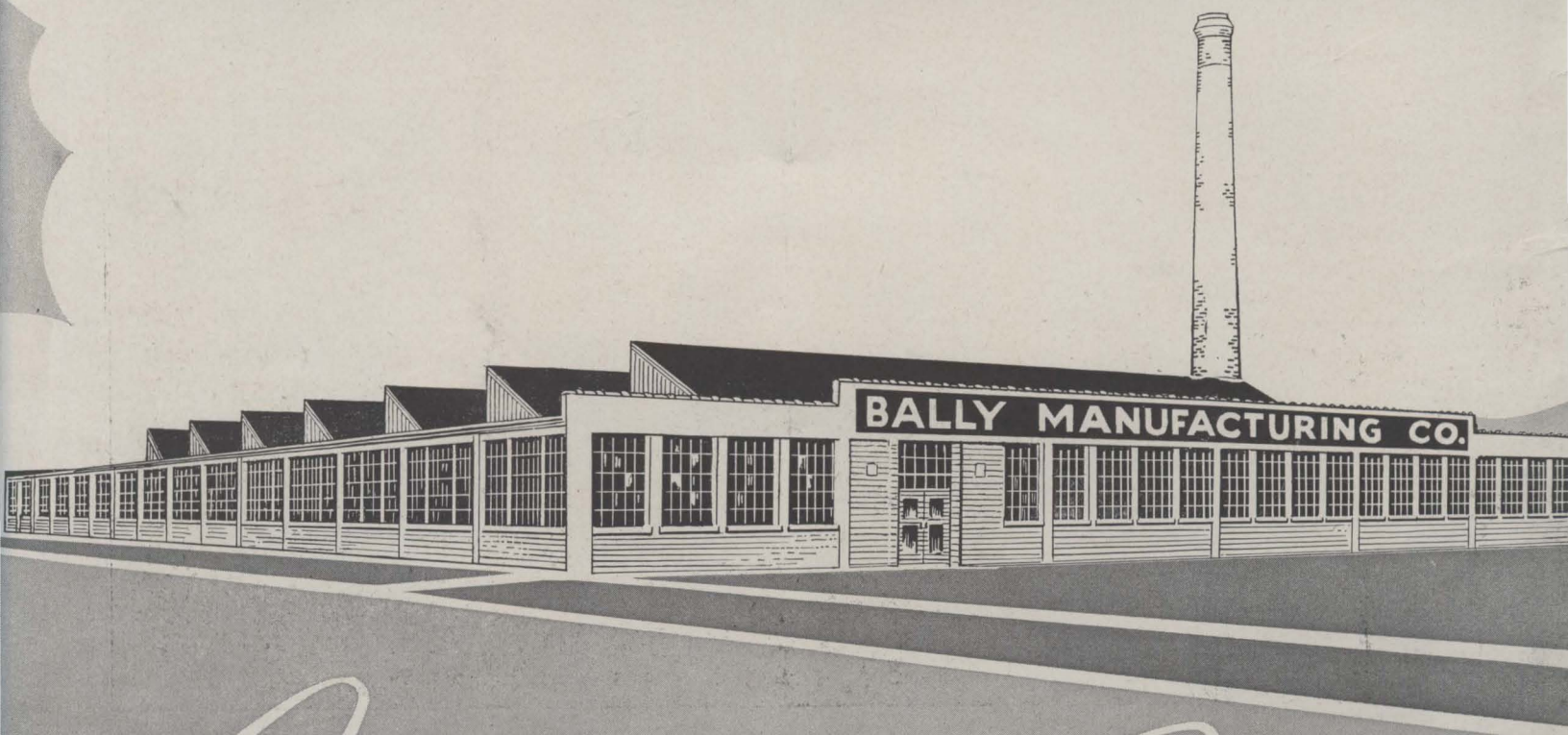
# AUTOMATIC WORLD

VOLUME 9 DECEMBER, 1938 NUMBER 1

# BE SURE TO VISIT

# *Bally*

## WHEN IN CHICAGO




# *Confidential Showing*

## OF MANY NEW TYPE MACHINES AT BALLY FACTORY 2640 BELMONT AVE., CHICAGO

# *Unanimously* APPROVED by OPERATORS *Everywhere—*

**This statement is frank but truthful—since 1933 National has been**

**FIRST**—In Design

**FIRST**—In conventional machine construction

**FIRST**—With changemakers embodied in machines

**FIRST**—With Book Match and Box Match Vending

**FIRST**—With ease of operation for benefit of public

**FIRST**—In field with 9 column cigarette machine

**FIRST**—With grained walnut as standard finish

**FIRST**—With 7 different coin combinations

**FIRST**—In field with numerous other features, too many to mention, which have made National's Products so much in demand today.

**FIRST** and ***only*** manufacturer furnishing the automatic commission pay-out for cigarette machines

---

## National Machines Offer:

**CAPACITY**—with correct distribution

**BOOK MATCH DELIVERY**—positive action

**BOX MATCH VENDING**—standard for years

**EASE OF OPERATION**—One of the many features National has always offered

**MULTIPLE COIN COMBINATION**—Totals 7 in use since 1936

**SLUG REJECTOR**—It's a National—most efficient device produced to date—never equalled and never excelled

**MANY ADDITIONAL FEATURES**—Let us show you

## YES SIR!

**Therefore we ask you to kindly**

## STOP • LOOK • LISTEN • COMPARE

We create, design, manufacture and sell only *QUALITY* merchandise vending machines which have and always will be in demand, because operators everywhere have realized, thru actual experience, that NATIONAL'S quality represents the only way to a profitable operation.

## THERE IS NO SUBSTITUTE FOR QUALITY

**Model 9-50 Special**

**CIGARETTE VENDOR—GRAINED WALNUT**

**ILLUMINATED DISPLAY WITH ELECTRIC TELECHRON CLOCK**

**(also furnished in White Baked Enamel with Bonderized Cabinets)**

*Purchase*—**Substantial Products from a Substantial Company**

# National Vendors, Inc. • • • • • • • St. Louis, Mo.

# *Again —*
# NATIONAL SETS A PRECEDENT

## CAPACITY 162

**pieces of merchandise 9 rows—18 bars each. Individual compartments for each candy bar.**

**Compartments 1⅜″ high, 2¼″ wide, 6½″ deep—vending standard 5c candy bars, chewing gum, mints, etc., in their original wrappings.**

**Method of loading and operation permits merchandise in the machine to be constantly vended *FRESH*—quickly and easily reloaded with no lost motion or double handling of candies necessary to accomplish same.**

**Mechanism cadmium plated throughout.**

**National Slug Rejector Standard Equipment.**

## THERE IS NO SUBSTITUTE FOR QUALITY

**National was first in the field with a 9-column capacity candy vendor and *NOW PRESENTS* another model, adaptable for use in Theatres and many other fine locations. The Illuminated 9 column National Candy Vendor.**

**National's candy vendor has proven its worth from all angles, with satisfied operators throughout the United States.**

**See this model and also the New 6 column and 9 column standard models at the show. Three candy vendor models to choose from. Quality machines for quantity locations.**

**Model 9-18 Special**

**CANDY VENDOR—GRAINED WALNUT—WITH ILLUMINATED DISPLAY**

(also furnished in White Baked Enamel with Bonderized Cabinets)

*Purchase*— **Substantial Products from a Substantial Company**

## National Vendors, Inc. • • • • • • • St. Louis, Mo.

# AUTOMATIC WORLD

Entered as second-class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879.

Vol. 9 Fort Worth, Texas, December, 1938 No. 1

## Big Southwest Delegation to Attend the NACOMM Show

### Texas Pacific Railway--Missouri Pacific Lines --Alton, Official Route---Be Sure Your Ticket Reads Over These Lines.

Present indications point to the largest Texas delegation ever to attend a Coin Machine Show, to be in evidence when the big special pulls into Chicago, Sunday afternoon, December 11th. Reservations are coming in almost every hour and it now appears that several special pullman cars will be used to transport the huge crowd to the Windy City.

**Big Houston Crowd**

According to reports a large crowd of coinmen from Houston will join the delegation at Longview, and San Antonio operators will also join group at Longview, having caught the Houston boys at Houston. Ops from El Paso, Abilene, Wichita Falls and Amarillo will join the delegation at Ft. Worth and Dallas.

**Arkansas Ops Coming On**

A number of Arkansas operators have agreed to step aboard the special cars at Little Rock, Saturday night, December 10th at 11:50 P. M. Several Arkansas operators will catch the gang at Texarkana.

Fellows, it's going to be one swell trip so make your plans to grab the choo-choo at some point along the line. Study the schedule which appears in this issue and ask your local railway agent for full details.

A dashing young fellow named Tim
Drove his car with considerable vim.
Said he, "I'm renowned for covering ground,"
But alas, the ground now covers him.

## CALLING ALL OPS!

# ON-TO-CHICAGO

## National Convention Coin Machine Manufacturers and Operators

## December 12-15, 1938

**OFFICIAL ROUTE**
Texas and Pacific Railway From North Texas Missouri Pacific Lines from South Texas via St. Louis Thence Alton to Chicago

**YOUR TICKET SHOULD READ**
Sunshine Special to St. Louis, Thence Alton to Chicago Returning Same Route

| From | Schedule | Date | Road | Round Trip | 1-Way Lower To. St. Louis |
|---|---|---|---|---|---|
| Lv. El Paso | 9:00 p.m. | Dec. 9 | T&P | $63.15 | $9.45 |
| Lv. Abilene | 10:20 a.m. | Dec. 10 | T&P | 49.65 | 7.10 |
| Ar. Fort Worth | 2:40 p.m. | Dec. 10 | T&P | 42.95 | 5.80 |
| Lv. Amarillo | 10:05 p.m. | Dec. 9 | FW&DC | 45.70 | 8.45 |
| Lv. Wichita Falls | 3:40 a.m. | Dec. 10 | FW&DC | 43.50 | *5.80 |
| Ar. Fort Worth | 6:35 a.m. | Dec. 10 | FW&DC | 42.95 | 5.80 |
| Lv. Fort Worth | 3:05 p.m. | Dec. 10 | T&P | 42.95 | 5.80 |
| Ar. Dallas | 3:50 p.m. | Dec. 10 | T&P | 42.95 | 5.80 |
| Lv. Temple | 12:43 p.m. | Dec. 10 | MK&T | 48.45 | *5.80 |
| Lv. Waco | 1:35 p.m. | Dec. 10 | MK&T | 46.85 | *5.80 |
| Ar. Dallas | 3:50 p.m. | Dec. 10 | T&P | 42.95 | 5.80 |
| Lv. Dallas | 4:00 p.m. | Dec. 10 | T&P | 42.95 | 5.80 |
| Ar. Longview | 6:40 p.m. | Dec. 10 | T&P | 39.30 | 4.75 |
| Lv. San Antonio | 9:00 a.m. | Dec. 10 | MP | 54.65 | 7.65 |
| Lv. Austin | 11:02 a.m. | Dec. 10 | MP | 51.05 | 7.35 |
| Lv. Houston | 12:30 p.m. | Dec. 10 | MP | 49.80 | 6.85 |
| Ar. Longview | 6:25 p.m. | Dec. 10 | MP | 39.30 | 4.75 |
| Lv. Longview | 6:40 p.m. | Dec. 10 | T&P | 38.30 | 4.75 |
| Lv. Texarkana | 8:45 p.m. | Dec. 10 | MP | 35.25 | 3.95 |
| Ar. St. Louis | 8:30 a.m. | Dec. 11 | MP | — | — |
| Lv. St. Louis | 8:58 a.m. | Dec. 11 | Alton | — | — |
| Ar. Chicago | 1:53 p.m. | Dec. 11 | Alton | — | — |

*Indicates Pullman Fare From Fort Worth or Dallas
Parlor Car Seats St. Louis to Chicago, $1.05

**Thru High Grade Solid Steel Air-conditioned Sleeping Cars will be Operated from Texas to St. Louis, and from St Louis We will Ride the Alton's Streamlined 4 hour 55 minute Train to Chicago**

**Make Your Reservation Early—Address Your Application to**

**AUTOMATIC WORLD**
120 St. Louis Ave.
FORT WORTH, TEXAS

**EARL REYNOLDS**
4116 Live Oak
DALLAS, TEXAS

# Stage Is Set for Big NACOMM Show at Stevens

(NACOMM RELEASE)

The stage is set for the 11th Annual Coin Machine Show in the Stevens Hotel, Chicago, Dec. 12, 13, 14 and 15, the biggest and hottest show in the history of the industry.

"Real thought and imagination, months of work and years of experience are behind this year's show," said A. B. Coffman, NACOMM show manager. "There has been no sparing the horses. The Show committee has engaged the most impressive array of talent ever for the annual banquet, and in addition, new and novel events have been scheduled for each day of the Show. Operators, jobbers and distributors and their wives and sweethearts have a real five-star program in store for them.

"The entire Show is dedicated to providing pleasure for the thousands of operators who will attend, and the Stevens Hotel has caught the spirit of the occasion. There will be dozens of brand new ideas that can be picked up during the dull pre-Christmas season and used every day in 1939.

"Operators can be sure of meeting their friends among the manufacturers, jobbers and distributors. I know from information received at the NACOMM offices, that most of them are planning to outdo themselves as hosts, as well as to present novel equipment and selling programs that will help operators to new locations and increased profits.

The Show opens on Monday morning, Dec. 12, at 10 o'clock, with leaders in every branch of the industry joining in a brilliant, rapid-fire broadcast of the Story of the Coin Machine to tell everyone that "We're Forever Boosting Business." The words and music of this theme song will be copyrighted and dedicated to the welfare of the entire industry. Do not miss this broadcast. It will be one of the highlights of the Show. Be there before 10 a. m., as the broadcast waits for nothing.

The Celebrities Luncheon, on Tuesday, Dec. 13, will really be something unusual. Among the "big shots" of stage, radio, sports and business who will appear at the luncheon are: Jimmie "Schnozzle" Durante, movie and stage comedian; Jimmie Mattern, famous round-the-world flier; Billy B. Van, old-time vaudeville comedian; Harriet Hilliard, radio singer supreme, and her orchestra-leader husband, Ozzie Nelson; Red Grange, George Halas and star members of the Chicago Bears pro football team; Lynn Waldorf and Fritz Crisley, football coaches at Northwestern and Michigan, respectively; Ray Schalg and Mordecai (Three-finger) Brown, baseball stars of an earlier day; Phil Cavaretta, Cub player, and Guy Bush, former Cub pitcher; George Lott, famous tennis player; Hank Marino, the world's greatest bowler; E. Haldeman-Julius, publisher; Bob Elson and Pierre Andre, radio announcers; Tony Martin, radio singer; Maurie Amsterdam and Frank Payne, M. C.'s and comedians, an a bevy of beautiful night club stars, including Lee Francis, Bonnie Baker, Bee Kalmus, Renee Villon, and the Chez Paree Adorables.

And on Wednesday? The cat already has its whiskers out of the bag, and now we are giving it a push. The mystery event is a Bathing Beauty Contest to select "Miss Coin Machine." A bevy of beauties will compete before some of the best judges of feminine pulchritude in the country, aided and abetted by members of the industry she will represent. Be sure to get to the Boulevard Room of the Stevens Hotel right after lunch on Wednesday.

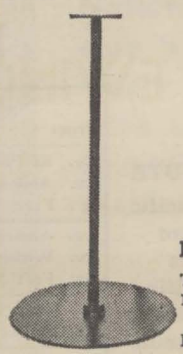
The final event of the Show is an Annual Banquet that will make you think New Year's Eve has been set ahead a couple of weeks. This is an occasion that will afford even the world's largest hotel an opportunity to add to its fame. And there is no other hotel in the world that can serve 3,000 people in one room, with the hot dishes hot and the champagne cold. The floor show will be something to remember — fourteen acts, including everything from fire eater to fan dancer, and other dancers. Don't forget—'New Year's Eve'—Grand Ballroom— — Stevens Hotel—Dec. 15.

Several hundred wives and sweethearts of operators are already registered for events on the ladies program:

A tour of Marshall Field's, the nation's wonder department store, Monday afternoon, Dec. 12.

The holiday card party, Tuesday afternoon in the North Ballroom of the Stevens. Wives and friends of coin men are invited to play bridge, pinochle, bunco. Refreshments. A valuable prize at each table.

"A Show attendance of more than 5,000 is assured on the basis of registrations received so far," Coffman said, "and they are coming in at the rate of 200 a day."

**IRON STANDS**
FOR PEANUT AND BALL GUM MACHINES

**PRICE $1.50 Each**

F.O.B. Fort Worth
Shipping Weight
25 Lbs. Each

**F. C. EWING CO.**
The Operator's Friend
1414-16 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

**Make TOP PROFITS with BERKSHIRE. . a Top 1c Vendor!**

The handsomest machine in existence . . . sleek, glistening porcelain trimmed with chromium . . . BERKSHIRE Vendors fit right into swanky surroundings—get unusual attention in ordinary locations! Heavy, crystal-clear glass globe, heavily chrome-plated metal parts. Lifetime guarantee; mechanism guaranteed 5 years!

List Price **$40.00** (1 or 100)

See our full line at the Coin Machine Show, Jan. 16-19, Sherman Hotel, Chicago. Be sure to visit Booth 56!

**GREAT STATES MANUFACTURING CO.**
1601-07 EAST 39TH KANSAS CITY, MO.

MODEL "34"

MODEL "ZM"

# ACES

## for PROFITS PERFORMANCE DEPENDABILITY

Ace money-makers in any type location are dependable "Columbus" Merchandise Vendors attractively designed to pull the sales.

Precision engineered "Columbus" mechanisms are sturdy, reliable and the easy-to-service features make possible complete servicing in the shortest possible time . . . no tools or gadgets required. Baked porcelain and enamel finishes assure longer wear and greatest sales attraction. Sparkling crystal-clear "all-way vision" globes **completely** display the merchandise in the most attractive manner.

**Don't delay! Enjoy STEADIER INCOME and BIGGER PROFITS per unit in 1939 with LOCATION-TESTED "Columbus" Vendors.**

**Write for FREE catalog TODAY!**

DISTRIBUTED BY

## F. C. EWING COMPANY

"The Operators Friend"

P. O. Box 851 Phone 2-8648

**1414-16 E. LANCASTER FORT WORTH, TEXAS**

# Columbus Vendors


## F. C. EWING COMPANY ENJOYS RAPID GROWTH

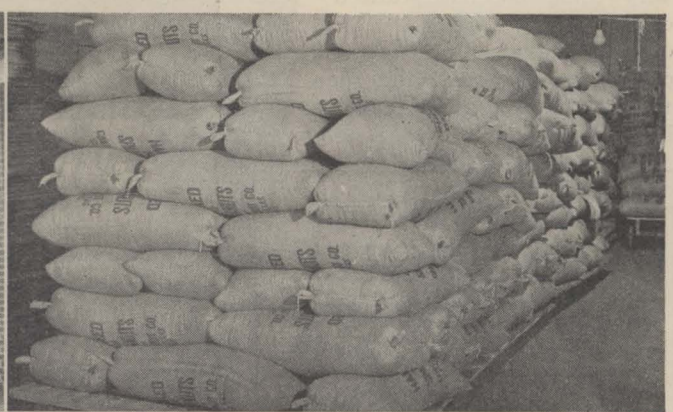
Some nine years ago the F. C. Ewing Company was established as one of the first Southwest vending machine distributors and nut meat roasters. The firm has continued to rise and enjoy success from the time of its inauguration up to the present time. Today the F. C. Ewing Company is considered one of the largest vending machine distributors and nut roasters in the entire Southwest.

F. C. EWING

They are distributors for that famous vending machine "COLUMBUS" which is manufactured by the Columbus Vending Company, Columbus, Ohio. They are one of the largest accounts doing business with the Columbus organization.

Their nut roasting business has grown by leaps and bounds until today they are the largest buyers of peanuts in the Southwest, catering to the vending machine operator. Peanuts are purchased in thirty ton lots and approximately 2000 pounds of peanuts alone are roasted and shipped daily from the shipping rooms of the F. C. Ewing Company. They also supply operators with all other variety of nut meats that sell well through vending machines.

All orders for peanuts are roasted fresh and shipped the same day order is received. Their roasting system is one of the best in the Southwest.

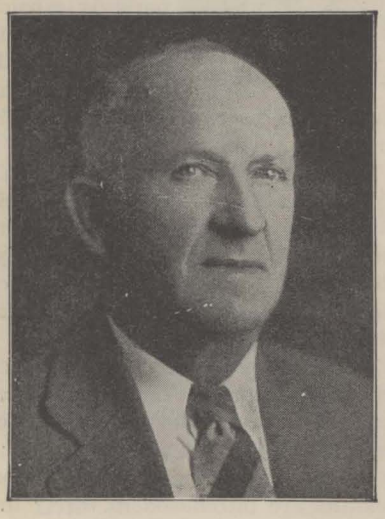


**The above photos show the headquarters of the F. C. Ewing Company located at 1414-16 East Lancaster Street, Fort Worth, Texas, and a portion of their peanut storage rooms where peanuts and other nuts are stored by the tons, awaiting their movement to the big roasters.**

## "MASTER" WAS FIRST TOY VENDER

By TOM MURRAY

I can see him now, placing the little toys in the MASTER toy vender at the Coin Machine Show in Cleveland, Ohio, way back in 1931. A few operators stood around his booth and made wise cracks about the toys jamming up the mechanism etc. That was approximately eight years ago and today that same MASTER vender is delivering toys in tip top shape. The fellow who was "dressing" the little vender was that well known and well loved inventor G. E. Norris, president of the Norris Manufacturing Company of Columbus, Ohio.



G. E. (George) Norris

Mr. Norris has devoted most of his life to the vending machine business. Years ago, when free lunch went with every schooner of beer, G. E. was operating coin machines and experiencing some trouble with his venders, decided to invent and manufacture a more perfect vender. He has done that very thing—he has realized his dream in the Norris MASTER venders. Without doubt, it was he who offered the toy vending idea to the vending machine industry and it was a MASTER that delivered the first toys to an excited public.

**In this photo, taken many years ago, George Norris had just hung up his "three cornered pants" and stepped out into a real man's clothes. Some kid, eh?**

The Norris factory today is running along smoothly and showing a nice profit each year. In addition to their well known MASTER venders, they also manufacture a dandy amusement counter game. The Norris counter game has met with big success everywhere.

At heart Mr. Norris is an inventor. He is better satisfied in his work shop, sleeves rolled up and working on some sort of a gadget, than he is in bothering with the amount of the day's sales. He knows that's going to come in anyway. And, again, he has a very able executive assistant in his good friend Mr. Hunt, who will look after the sales.

To his thousands of friends Mr. Norris is known as just George Norris. "George Norris," one of his competitors once told me, "never copied another manufacturer's ideas, mechanisms or designs. He creates and does not copy."

That alone is commendable and George Norris is one fellow who has made good in the vending machine manufacturing business by using his own ideas.

If he ever drops in on you, just take him out to a good "steak" house where good beer may be had and you'll get some of the best vending machine yarns you ever listened to. It has been my good pleasure to have enjoyed many happy hours with Mr. Norris, and I know that I have profited thereby. His philosophy will lift any man out of the dumps and place him right in the soft sunshine of life. He has known life, knows his fellow man and knows vending machines. That is G. E. Norris of Columbus, Ohio.

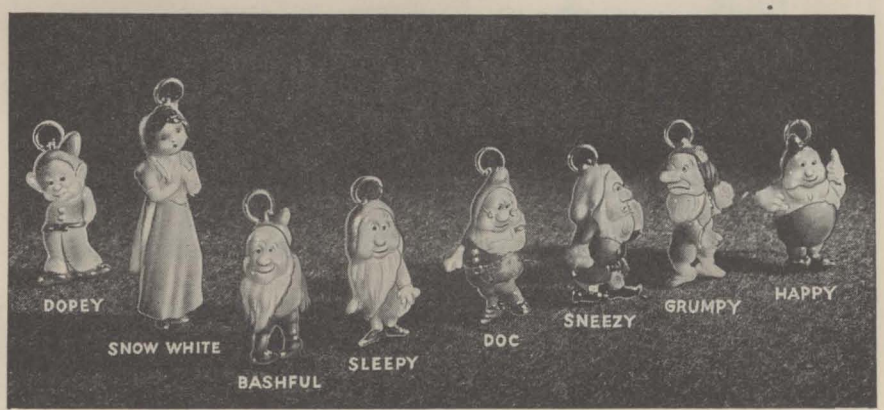
To you George Norris, we wish you many more years of happiness in the industry you love and enjoy so well.


**The New Blackstone**
**COIN PACKER**

OPERATORS: You can count and wrap $12.00 worth of nickels per minute with the new double speed two-barrel coin packer. Made in penny, nickel and dime sizes. Order today.

PRICE $1.50

**Blackstone Coin Packer Co.**
208 King St., Madison, Wis.



OPERATORS: Do you want to more than double your sales? The use of Authentic Walt Disney Charms of

**Snow White and the Seven Dwarfs**

in full colors will turn the trick. All your patrons will want to get a complete set. This means a continuity of sales that ordinary charms will not produce. Sold in sets of 8 gross (one gross of each character) at $6.80 a set plus delivery charges.

**CANDY CRAFTERS, INC.**
LANSDOWNE, PA.

# *NOW!* 5 GAMES IN ONE!

# LUCKY LUCRE

EVANS' AMAZING NEW BELL SENSATION!

## GIVES YOU THE INCOME OF 5 MACHINES -- WITH the UPKEEP of ONLY ONE!

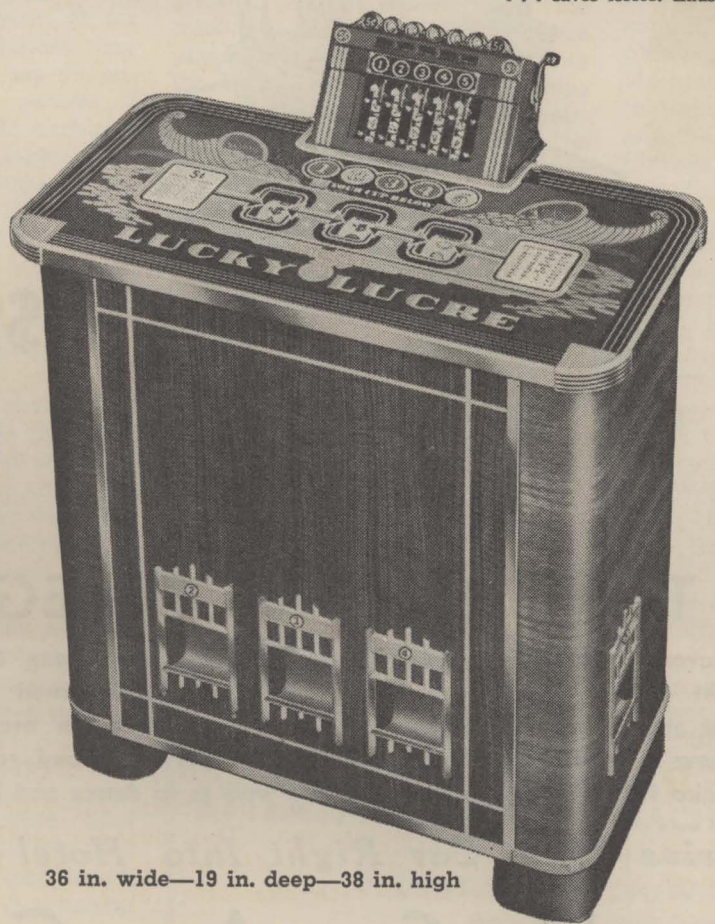
**Goodbye to small income from bell play! This radically new Evans' achievement gives you so much more, that the investment of ONE single machine pays you profits equal to 5 SEPARATE GAMES!**

**5 persons may play LUCKY LUCRE at once! For each player there is an individual, numbered slot and a corresponding payout cup. On winning lineups of symbols, each player gets his own payout . . . from 3-1 to 18-1, or GUARANTEED JACKPOT of $5.00 or more in nickels! Far more appeal and come-on than five separate machines. . . turns "onlookers" into players . . . zooms earnings to undreamed-of figures, with amazingly little overhead!**

**In operation it is faultless! Has famous Galloping Dominos silent mechanism . . . steel inner shield to prevent tampering . . . recessed payout cups . . . Evans' new gyp-proof 5-coin head . . . dozens of other Evans' super-features! Perfect performance unconditionally guaranteed! Available with Fruit Bell symbols or Sports symbols!**

### EVANS NEW 5-COIN HEAD

Special new adaptation of Evans' renowned 7-coin head acknowledged the greatest coin head ever developed. Stops gypping, cheating . . . saves losses. Ends grief from overlapping coins, thick coins, slugs, gum, string, steel strips, celluloid, paper and other sharpers' tricks. Last 3 coins in each chute visible at distance. Developed solely for Lucky Lucre!




36 in. wide—19 in. deep—38 in. high

ORDER FROM YOUR JOBBER

-- or write wire or telephone HAYmarket 7630

## SEE IT!

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

*-- and at our factory . . .*

## H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

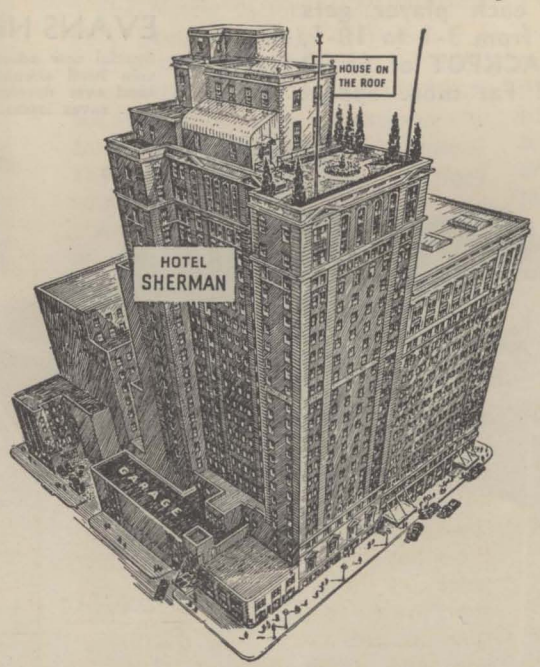
# Attend the COIN MACHINE MANUFACTURERS ASSOCIATION Show and Convention

# HOTEL SHERMAN

## JANUARY 16-17-18-19, 1939

1700 Rooms

1700 Baths




Rates From

**$2.50**

## BE SURE TO VISIT THE COLLEGE INN

**Sophisticates from every corner of the world are conspicuous "among those present" nightly in this night club-restaurant which has consistently maintained its reputation as Chicago's greatest attraction. There is always a nationally known orchestra and an outstanding floor show at the College Inn . . .And the superlative food and fine liquors invariably served make it the ideal place to dine as well as to dance and be entertained.**

***You Can Drive Your Car Right Into Hotel Sherman***

# C H I C A G O

# Coin Machine Show at Sherman Hotel, Chicago, January 16-19, 1939

**(CMMA Release)**

Chicago.—"Same show! Same date! Same hotel! Same freedom and fun! But new attractions galore and an Exhibition packed with new coin-operated equipment of all types!"

"And there in a nut-shell," says Jim Gilmore, CMMA secretary, "are the facts about the Annual Coin Machine Show which will be conducted, as in years past, at the Sherman Hotel, in Chicago, and, as in years past, at a date convenient to the entire trade—namely January 16, 17, 18, 19, 1939.

"In order to clear up any confusion," Mr. Gilmore added, "I want to emphasize very strongly that the entire industry will be represented in an exhibition which will make the Sherman hotel the mecca of coin-machine men from coast to coast—and make January 16, 17, 18, 19, 1939, stand out as the red-letter days of the year, as far as operators and distributors are concerned. And when I say the entire industry will be on parade, I mean exactly that—music machines, vending machines, pin tables and other amusement machines, bells, merchandise, premiums, all types of sales stimulators—all will be on display at the Sherman hotel. And, what is more important, equipment on display in January will be the very latest offerings—the 1939 models!"

"The final decision to stick to our original January dates is based on a careful consideration of what the operators and distributors want. We are convinced they want the show in January and at the Sherman hotel. In fact, the statement which appeared in the press to the effect that we were considering advancing our dates to December aroused a storm of protest from operators and distributors in every section of the country.

"Some of these protests were based on a mistaken belief that we were planning to move the Show from the Sherman hotel. This was not our intention, but it is easy to see why the trade reacted so instantly and emphatically in favor of the Sherman hotel. After all, the Annual Show is a combination business and pleasure trip; and we all know that the Sherman hotel goes out of its way to see that every coin-man enjoys every minute of the day and night. The Sherman, moreover, is located in the heart of Chicago's night-life section, and closer than any other large Chicago Hotel to a majority of the factories which operators and distributors wish to visit. In short, the Sherman hotel is the favorite rendezvous of coin-men, not only at Show time, but during the entire year.

"Most emphatic was the general reaction against plans to hold the CMMA Show in December; and, in view of the fact that CMMA was wrongly quoted in the trade press to the effect that the Show would definitely be held in December, I feel that we should outline our reasons for sticking to our original January dates.

"In the first place, the holidays are over with in January and the trade is in a position to think about plans for the coming year—whereas the December dates which we considered were just before the holidays when nobody wants to be away from home, and when even a pretty prosperous business man figures on using his spare cash for Christmas expenses.

"In the second place, most operators are extra busy from December 1st until New Year's day, getting ready for and taking care of holiday business, and cannot spare the time to come to Chicago. On the other hand, during the first few weeks of the New Year, there is a short 'quiet' spell, affording an ideal time to 'get away from the grind' and have a few days of good old Sherman Hotel fun — while also looking over the latest 1939 model machines.

"Coming to Chicago in the middle of December means arriving in the midst of the pre-holiday rush, when local business people are primarily concerned with preparing for holiday business. In January, operators and distributors have always found Chicago merchants, entertainment establishments and the like more than anxious to treat the visitors right—with the result that a good time is had by all.

"We guarantee that 'a good time will be had by all' at the Sherman hotel, January 16, 17, 18, 19, 1939—and a profitable time, too! As usual, the exhibition facilities of the Sherman hotel will be sold out and the old familiar Sherman lobby and Celtic bar will be packed with your old friends and fellow coin-men—all actively a part of the greatest Coin-Machine Show in the history of the industry.

"Remember the dates — January 16, 17, 18, 19, 1939—and plan to be there. There will be no red-tape in connection with operators and distributors entering the Exhibition. Therefore, there is no need to 'sign up' in advance. However, CMMA will gladly take care of room reservations for operators and distributors. Simply write me at CMMA Headquarters, Suite 323-24, Sherman Hotel, Chicago. At all events, plan now to attend the biggest Coin Machine Show you've ever seen—the same Show at the same hotel and the same time—Sherman Hotel, Chicago, January 16, 17, 18, 19, 1939!"

---

Cutie: "Take back your ring. It's paste."

Cat Skinner: "Better keep it, girlie. A paste on the hand is worth two in the eye."

**F. C. EWING CO.**
The Operator's Friend
**Triple Cleaned No. 1 Spanish PEANUTS—1938 CROP**
The Nuts With a Flavor
**Blanched Virginia Peanuts and Cashew Nuts**
Fancy Grade for Vending Machines
**Write for Prices**
1414-16 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

**ATTENTION: VENDING MACHINE OPERATORS**
WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW
**PEANUT-SHAPED CHEWING GUM**
**And Better Ball Gum**
**People buy it because they like it.**
**U. G. GRANDBOIS CO.** KALAMAZOO, MICHIGAN

# AUTOMATIC WORLD

120 St. Louis Avenue

FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE NATIONAL MAGAZINE OF THE COIN MACHINE INDUSTRY


## SPECIAL NOTICE TO ALL COINMEN

**AUTOMATIC WORLD will not be responsible for any subscription money paid to anyone at the Stevens Hotel, during the December Coin Machine Show, except that paid and receipted for at our booth. All our subscription receipts are properly numbered.**

## LET'S GET TOGETHER

The Coin Machine Industry does not need and can not support two annual shows. One good show each year is essential but two shows becomes a luxury that not many of us ca nafford, especially when times have been like they have the past few years.

The coin machine industry is not the first and only industry that has experienced a split in their manufacturing ranks. Some of the biggest industries in America have experienced the same thing that we are experiencing at this time pertaining to the holding of two shows. However, it is an outstanding fact that following each split among these industries we refer to, they reunited for a bigger and stronger organization than ever before. It taught them their lesson and proved beyond question that one big, grand and successful annual exhibition was the thing.

This magazine hopes to see both groups of manufacturers get together, after these two shows are over, and lay aside all ills, give and take, and announce to the industry of the magic coin chute that there is only one big manufacturers association or, at least, announce that both groups will join in presenting only one annual show in the future—the main show—the great and only gigantic, immense, colossal, astonishing and stupendous coin machine show of all shows.

## WE WISH YOU WELL

1938 will soon be history. Let us not lose time in looking back upon it only for the purpose of avoiding during 1939, mistakes we made during 1938. Let's set our affections upon things ahead and work to that end.

We have all been greatly blessed during 1938. No doubt we will have all received more good things of the world than we deserve—maybe we have actually received more out of the world than we put back into it. We should be happy if we have our loved ones, friends and health. Man is rich even with just the golden sunshine, pure air, liberty and the right of free speech. No one is being oppressed in this great country of ours. Regardless of race we are all standing on common ground —just men among men, all, we believe, anxious to get along with each other and all be happy.

Once again it is nearing Chrismas time. A period when thoughts turn to doing good deeds, giving gifts and appreciating the peace we have among men on earth. A time for extending good wishes to our friends. So, we, the publishers and entire staff of AUTOMATIC WORLD wish for you all a Merry Christmas and a glorious and happy New Year.

We appreciate the cooperation you have given us during 1938. We have tried to serve and please you and have exerted efforts toward making the advertising dollars you placed with us, profitable to you. We promise you even a bigger and better job during 1939.

## WHAT IS ADVERTISING?

A long time ago there was no advertising. Every man with something to sell had to tell people about it personally and individually. This was not a great handicap in those days, for no one had very much to sell.

But as soon as large-scale manufacturing was begun, it was necessary to find a way to tell many people about products, and to tell them quickly and all at one time. To fill this need, advertising naturally developed as a universal business process. Without it we could not operate large factories making goods for millions of consumers.

Advertising is sometimes spoken of as a special kind of business, as a separate industry supported by other lines of busienss. It is no such thing at all. Advertising is simply a part of the process of selling the products of every industry. It does the important job of telling people about merchandise and where to buy it, and it stimulates their desire to buy.

It is not enough to make goods and to transport them to places where consumers can buy them. The public must be told about the goods—how desirable they are, how people can make themselves more comfortable, more healthy, or more happy through buying them. In other words, the merchandise must be sold, not merely placed on sale. Advertising does a large part of this selling, and there is no other method that can take its place.

Since the days when there was no advertising, the quantity of goods produced has been multiplied by many, many times. Consequently each consumer's share is vastly increased. The wealth created in making the goods is distributed to consumers through payments for wages, materials, and dividends, and thus they are albe to buy the greater volume of goods produced.

But merely being able to buy does not make people buy. Salesmen and advertising must be kept on the job all the time, to keep merchandise moving from factory to consumer, or the wheels will soon stop turning. The work of selling is just as important as the work of making and the work of transporting. And advertising is the only way by which the large volume of goods now being produced can be sold.

In performing its selling work, advertising shows us the way to better living, by creating desires for better things. Through conveniences introduced by advertising, the burdens of housekeeping have been made easier and the family diet has been improved. Babies are healthier and homes are more sanitary because of the educational influence of advertising. Newspapers and magazines are sold for a few cents a copy and radio entertainment is free, because advertisers pay most of the costs of these three great mediums for advertising.

# COLORS
## Leads the Parade

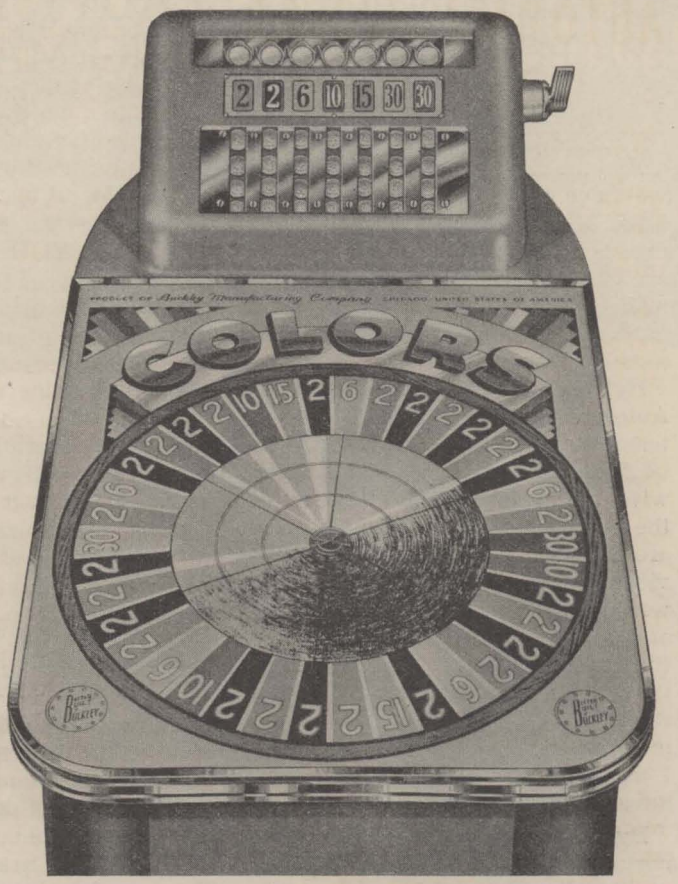
**For Installation in Locations Which Do Not Warrant a Higher Priced Machine**

**The Public Is Attracted by Its Simplicity and Beautiful Playing Field.**

**The Smart Operator Gives the Public What It Wants**

BETTER BUILT BY BUCKLEY

**Buckley Mfg. Co.**
4227 W. LAKE ST.
CHICAGO





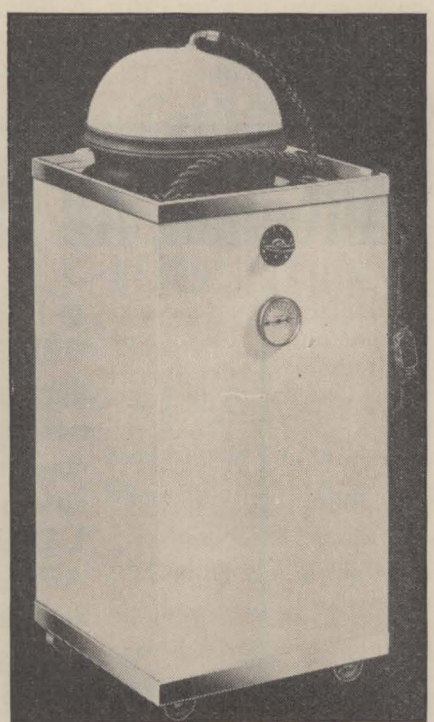
### BUCKLEY TO SHOW NEW SCALP TREATMENT MACHINE

According to word received from Mr. F. H. Parsons, vice-president of the Buckley Manufacturing Co., the new Buckley "CONTRO-VAC" an automatic coin-operated scalp treatment machine will be shown at the December Coin Machine Show at the Stevens Hotel, December 12, 13, 14 and 15.

This is a machine that can be operated in any territory and the machine delivers a 15 minute treatment upon the insertion of a quarter. The machine will be placed in barber shops and beauty parlors. Heavy production on this machine will start about December 15th.

In addition to introducing "Contro-Vac," Buckley will exhibit the entire super line of Buckley machines, diggers, etc. Two late games that will be seen at the Buckley booths are "COLORS" and "NUMBERS." These two games, one an unusual counter model and the other an attractive console unit, have made a big hit with operators everywhere.

Buckley invites all operators to visit their booths and also their new home at 4223 West Lake Street. They have just recently settled in their new West Lake street home and want operators to drop in sometime during the show.



**The new Buckley "Contro--Vac" scalp treatment machine which will be shown at the December Coin Machine Show.**

### OPS WORRY FRANCES

The doggone music ops keep worrying pretty and popular little Frances Day, over at the phono record counter of the Southwestern Music Corporation, in Dallas. She has informed the ops time and again that her place is no reading room but try and convince them. Certain times during the month they line the counter and Frances, tho hard she try, can't budge 'em away.

We'll let Frances tell you about all this and why the ops trouble her so much.

"—I hardly get to read the AUTOMATIC WORLD as the operators almost wear it out before I get a chance to read it. I put it on the counter and have to remind them that 'this is not a reading room.' All in all, the magazine is enjoyed and may my Thanksgiving wish be for more subscribers, and a bigger and better magazine."

OK, Frances, we are sending over extra copies from now on so you will have your own private copy.

Miss Day is in charge of phonograph records, Brunswick and Vocalion, for the Dallas music house. She knows the late hits and is an asset in helping operators select real money-makers.

# CONSTRUCTION-BEAUTY MAIN POINT IN VENDING MACHINES

**By Henry J. Henrikson, Wilkin-Henrikson Advertising, Chicago.**

For the last six months or so all we have been hearing is "More Sales Mean More Jobs." That, no doubt, is basically true and yet we can't help but feel that in order to make more sales we should give our customers some very good reasons for buying.

Held in Chicago recently was the Automobile Show. From the automobile industry there is much to be learned. This group was faced with the "sales problem," just as the coin machine manufacturers are at present. To them it was obvious that to sell more automobiles would mean larger working forces and consequently larger profits for the manufacturer. This, however, though it was a fact, was NOT the solution. Their problem was to make their product more saleable. I think we will all agree that they have done a fine job.

By that same token it is also important that the vending machine manufacturer does his utmost to produce a machine that is more desirable than that of his cmopetitors. This observation is so elementary that it seems almost unnecessary to mention and yet it may be because of its simplicity that it is most likely to be overlooked.

Recently in a conversation with Mr. H. F. Burt of Automat Games in Chicago, the question of producing better machines arose. It was his belief, and rightly so, that the ultimate goal of any vending machine manufacturer should be the perfect machine. Price, no doubt, is an important factor, but it is not price that governs the intelligent operator's buying. Rather, the operator is interested in the eye appeal, adaptability of machine for varied locations, the sturdiness of its structure and its fool-proof mechanism, etc. Color, Mr. Burt pointed out, is by no means secondary in the designing. Modern styling can best be brought out using well selected colors and color combinations. The success that Automat Games has enjoyed substantiates the principles upon which this company operates. The better vending machine manufacturers all over the country, it is refreshing to note, are operating upon these principles, and when the Show comes to Chicago it will be the greatest assemblage of fine products ever witnessed

## WESTERN RESERVES DISPLAY BOOTHS

Chicago.—Don Anderson, sales manager of Western Product, Inc., has announced that the firm reserved a section of display booths for the CMMA Coin Machine Show, which will be held at the Hotel Sherman, beginning January 16.

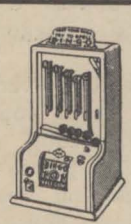
"The booths to be occupied by Western are numbered as follows: 138, 139, 140 and 157, 158 and 159," advised Anderson. "We're going to have some mighty important surprises for operators, and I know that none of them will miss our 'Show Within a Show.'"

## BALLY OFFERS MIDGET "BELL"

The "Bally Baby" counter game is now available with bell-fruit reels, according to announcement released by Jim Buckley, general sales manager of Bally Mfg. Company.

"The bell-fruit tapes," Jim explained, "are furnished as extra equipment—but without extra charge. 'Bally Baby' may now be operated in four different ways. First there's the penny cigarette style, in which cigarettes are awarded for lining up two or three of the same brand. Second, in favor is the 'Spell-award' style, in which various letters line up to spell T-E-N, S-I-X, etc. This is for penny-nickel-dime-and-quarter play. Also popular in four-coin play is the 400-to-1 'Numbers' game. And now we have added the bell-fruit symbols. Tapes and cards for all four styles are furnished with each machine.

"Although 'Bally Baby' has been on the market for three years, it still enjoys a steady sale. One reason for its popularity is the amazingly small amount of space required. It is by far the smallest machine ever built to use the old favorite bell-fruit style of play — actually requiring only 5 in. by 6 in. of counter room. One operator told me that, whenever a merchant says he hasn't room for a counter game, he simply asks the merchant to take his elbows off the counter —and make room!" ●

**WANTED!**

**EXPERIENCED SALES PROMOTERS FOR BINGO**

**WE HAVE A PROVEN, SUCCESSFUL sales plan that should net $200.00 weekly profit for experienced promoters. If you have an auto, are willing to travel, and can invest $350.00, then write or wire at once for details of our attractive offer. Mention your experience.**

**D. Robbins & Co.** 1141W De Kalb Ave. Brooklyn, N. Y.

**Attention, All Music Operators!**

**● Locate HARRY I. DROLLINGER'S rooms in Stevens Hotel, during Show, and learn what is necessary to do if you want to stay in the business of operating automatic music. Contact Harry I. Drollinger or W. W. (Mike) Ackman, immediately upon your arrival at the Stevens Hotel in Chicago. Nothing to sell. You put up no money. Just a lot of free advice.**

# Free!

TO ALL MUSIC OPERATORS REGISTERING AT THE PERMO EXHIBIT — BOOTH 149 DURING THE DECEMBER CONVENTION . . .

***THE PERMO PRODUCTS CORPORATION WILL GIVE ABSOLUTELY WITHOUT OBLIGATION—A HANDY*** PERMO MAGNIFIER

## So you can SEE FOR YOURSELF why the

# PERMO-POINT

## 2000 PLAY PHONOGRAPH NEEDLE

**Is the ONLY Needle used as standard equipment by EVERY automatic phonograph manufacturer . . . .**

Capehart, Inc.
Fort Wayne, Ind.

The John Gabel Mfg. Co.,
Chicago, Ill.

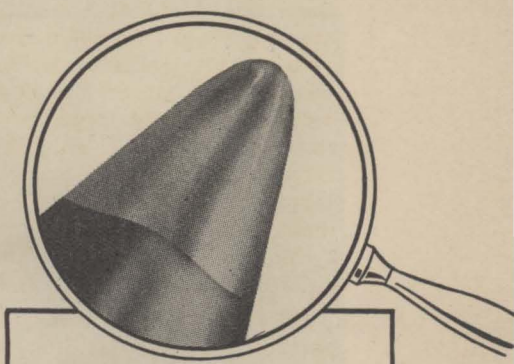
Mills Novelty Co.,
Chicago, Ill.

J. P. Seeburg Corp.,
Chicago, Ill.

Rock-Ola Mfg. Corp.,
Chicago, Ill.

The Rudolph Wurlitzer Co.,
North Tonawanda, N. Y.

**And WHY PERMO POINT is the ONLY Needle for Every music operator!**



- SEE FOR YOURSELF
- HOW the Permo patented elliptical point
- has twice the value of
- any round pointed
- needle including our
- own. How the elliptical point is really two
- points in one. WHY
- it is the best and most
- economical needle on
- the market today and
- has been for the past
- ten years.

***And--Your Registration Entitles You to Enter the Permo Needle Contest!***

### 500 PERMO POINT NEEDLES FREE TO THE WINNERS!

All you have to do is write briefly in 25 words or less, "Why I Use PERMO POINT NEEDLES" and your entry will be judged for the awards as follows:

100 Needles ..... First Prize
50 Needles ..... Second Prize
25 Needles....Third to Tenth Prizes Inc.
15 Needles....Eleventh to Twenty-fifth Prizes Inc.

If you cannot attend the convention, just fill out the entry blank at the right, mail to us, and you will receive your FREE PERMO MAGNIFIER by return mail. You can also attach your entry for the contest and it will be judged along with those received at the convention. All entries are the property of the Permo Products Corp., whose decision as to the awards will be final. In the event of ties, duplicate awards will be made .

- Contest closes Jan. 30, 1939. Judges: Arthur J. Olsen, President, Sherman E. Pate, Sales Mgr.

### REGISTRATION FOR FREE PREMO MAGNIFIER

Firm Name .....

Street and No. ..... City ..... State .....

Number of instruments operating .....
Makes ..... Our organization includes
..... People ..... Route Men .....
Service Men and we have been in the music business ..... years. We are using approximately ..... Permo Point Needles annually.

☐ Capehart
☐ Gabel
☐ Mills
☐ Rock-Ola
☐ Seeburg
☐ Wurlitzer

*Signed by* .....

# PERMO PRODUCTS CORPORATION

***Manufacturing Metallurgists*** 6415 RAVENSWOOD AVE., CHICAGO, ILLINOIS

# Permo to Have Unusual Exhibit

The Permo Products Corporation will present, free of charge, a utility Needle Magnifier to every music operator upon registration at their Booth No. 149 during the December convention.

In addition to receiving the Permo Needle Magnifier free, every music operator can enter a contest, at his option, and have a chance of sharing the awards of 500 Permo Point Needles.

**Arthur J. Olsen, president and founder of the Permo Products Corporation. Mr. Olsen introduced Permo Point Needles ten years ago.**

The Permo Needle Magnifier is designed as a handy pocket piece. Mounted in hard rubber, the magnifying glass has eight power and will enable music operators and service men to inspect needles on location and become thoroughly familiar with their construction and service. Permo officials state that the Needle Magnifier will benefit music operators in five important ways: Maintaining high fidelity reproduction; record life; eliminating costly service calls; Needle life; and correct use of Permo's patented elliptical point. Included with each magnifier are complete instructions for its use and "Needle Service Helps and Hints."

Music operators will appreciate this good turn which Permo is doing in presenting this magnifier free of charge to them. This entails considerable expense, but Permo is confident that its value to music operators will increase with its use, and it will promote more efficient operating methods and more revenue for the operators in the future.

Permo asks that every music operator fill out a simple registration card which will be available at their Booth No. 149—December 12-15—at the Convention. Those music operators who are unable to attend the convention, are invited to fill out the coupon in Permo's ad in this issue and send it in. They will receive their free Permo Needle Magnifier by mail.

And here's another welcome surprise in Permo's announcement that, in connection with the distribution of the Needle Magnifiers, Permo Point Needles will be given away to the winners of the Permo optional contest. All the music operators have to do to enter the contest is write on the back of the registration card in twenty-five words or less—"Why I Use Permo Point Needles.' Permo will award to the winners as follows: 100 Needles for FIRST prize; 50 needles for SECond prize; 3-10 inclusive, 25 Needles each; 11-15 inclusive—15 Needles each.

In connection with this contest, Arthur J. Olsen, president of the Permo Products Corporation, stated, "Please let me make it clear to the trade there are no strings attached to my desire to give every music operator our Permo Needle Magnifier, free, upon filling out our registration card. I believe you will agree with me in that I do not like ordinary contests for the simple reason that thousands of folk spend considerable time and effort in preparing their entry only to be disappointed.

"In our contest, every music operator receives his Permo Needle Magnifier free, whether he does or does not enter the contest. However, if he cares to take a few minutes in writing twenty-five words or less on 'Why I Use Permo Point Needles,' his entry will be honestly judged for the Permo Point Needle awards."

**Ilustration shows Permo Needle magnifier in use.**

This publication is confident that all of our music readers will be tremendously interested in the Permo Needle Magnifier and the Permo contest.

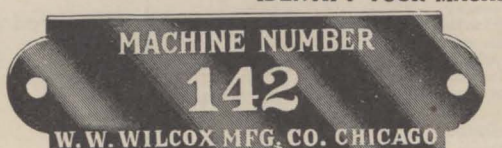
For the past ten years, the Permo Products Corporation has been supplying Permo Point Needles to the music trade. Art Olsen introduced the needle at this time, and it has been an indispensable supply item ever since. All of the automatic phonograph manufacturers exclusively recommend Permo Point Needles to the trade and include them as standard equipment with each instrument as it is sold. The record companies, their branches and distributors, are Permo Point Needle distributors and supply operators and dealers throughout the forty-eight states. It is interesting to note that Permo Point Needles are in use in many foreign countries, including every continent.

Little Willie: "Mom, you said the baby has your eyes and Daddy's nose, didn't you?"

Mother: "Yes, dear."

Little Willie: "Well, he's got grandpa's teeth now."

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"




Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾"x2½". Can have any lettering or numbering on plate within reason.

50 @ 7c each—Total $3.50
100 @ 5c each—Total 5.00
250 @ 4c each—Total 10.00
500 @ 3½c each—Total 17.50

Write for Circular on
BRASS TRADE CHECKS

Established 1872
W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago

## OKLAHOMA NOTES

L. A. Belfy, accompanied by Mrs. Belfy, is spending several days in Oklahoma introducing the new Jennings Ciga-Rola to State operators. State operators now operating these machines are Milo Pfrimmer, Midwest Novelty Co.; Jack Abraham, Bristow; Ben Hutchins and Lou Young; Lawton Novelty Co.; Lon Richardson, Pauls Valley, M. A. David, Ada, and Otto Daugherty, of Vinita.

* * *

Woody Hubbard, operator from Wewoka, was in Oklahoma City purchasing equipment recently.

* * *

Robert Waddell, from Heavener, transacted business in Oklahoma City last week. A representative from the Baker Novelty Co., Quinton, was in town the same day. Both men reported business picking up since the advent of cool weather.

* * *

Kenneth Weston, who operates phonographs and other tyes of equipment in and around Altus, has been purchasing new machines.

* * *

From Chelsea cames Charlie Culp to report that business is better than average and that he is adding to his equipment.

* * *

Ray Bolen, mechanic at Boyle Amusement Co., came to work the other day with one of those mile-wide grins. The reason—a new son, the fifth boy in a family of 11 children.

* * *

L. W. Ashbrook of Lawton, has been purchasing new equipment the past few days. He says he is getting ready for the expected winter boom in business.

* * *

A native Chicagoan, Lanfield by name, connected with Harlich Manufacturing Co., was receiving a hearty welcome from business acquaintances in Oklahoma City and Tulsa a few days back.

* * *

J. G. McCluskey and Hugh Todd, of Chickasha, have been buying quite a number of counter games during recent weeks. Ditto for Todd's two brothers, Joe, of Ardmore, and Charley, of Borger, Tex.

Ed Herrick, of Missers', recently returned from a trip thru the State, touching cities of Bristow, Drumwright and Ada.

* * *

Oklahoma is one of the best States in the Union in which to purchase coin-operated equipment. We have the word of none other than operator Carl Anderson, of Colorado Springs, who was in the State for that purpose recently.

* * *

Carl Jackson, from Seminole, purchased a lot of used equipment a day or two ago. He reports that business in the oil capital is good.


# TO OPERATORS, DISTRIBUTORS, MANUFACTURERS

**Thanks for your fine support which has made 1938 a prosperous one for us.**

**We offer you our best efforts n 1939.**

## FISHER BROWN

**Distributors for**

ROCK-OLA DAVAL O. D. JENNINGS

## FOLSOM & BROWN

**Distributors for**

NORTHWESTERN CORPORATION

2206 S. HARWOOD DALLAS, TEX.


## FISHER BROWN IN NEW HOME

**Here we have Fisher Brown, one of the widely known coin machine distributors of the United States, sitting across the street from the new Fisher Brown headquarters, watching the huge signs being erected on the front of his new building at 2206 South Harwood, Dallas, Texas. The new headquarters has 6500 square feet of busy store and office space. This huge expansion program, by a leader like Fisher Brown, signifies the confidence coinmen have in the great Southwest Coin Machine Empire.**

# Earl Reynolds Sends Greetings to Texas Music Merchants

Well, here we are with Christmas and New Year's holidays upon us again, and I want to take this opportunity to thank every music merchant in Texas for the wonderful support you have given the

Earl E. Reynolds

splendid Wurlitzer organization and myself during the past year. It has been one of the happiest years of my life and I want to assure you now, that I will be right on the job during 1939 to serve you in every way possible.

You do not have to worry about the future of music operating just so long as you buy good equipment and run your business on a strict business basis. Remember, when you operate Wurlitzer phonographs you have one of the largest organizations in America behind you. Your future is their future and they have your interest at heart always.

I want you to keep in mind the attractive "trade in" allowance we are now offering on your old instruments on the purchase price of the new Wurlitzer models.

Remember we are ready to serve you at all times in every way possible, with our three offices, Dallas, Houston and San Antonio. Do not hesitate to call upon us at any time. And now, I wish for you and yours a happy Christmas and a prosperous 1939.

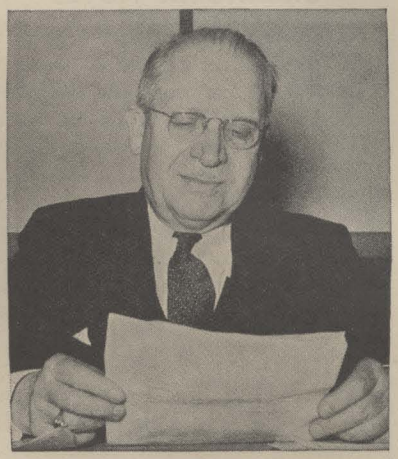
Earl Reynolds,
Texas State Representative
for Rudolph Wurlitzer Co.

## DAVAL EXPANDS

Chicago.—The tremendous surge of business on the Odd Ball and Spinner novelty games, and the Tally counter game has been described by Daval officials as the reason for an additional 10,000 square feet of factory floor space recently acquired by the Daval plant. A. S. Douglis, president of Daval, was quoted as saying:

"Boy, these sure are hectic days for us at Daval! It's been one hit after another—and now we get three record-breakers at one time. Obviously, it's impossible to immediately fill orders that come in with such breath-taking rapidity. But everybody clamors for quick delivery. They want Odd Ball and Spinner, and they want Tally. So we leased the extra 10,000 square feet of space, and, at the same time we enlarged the factory force by adding a night shift. Now we hope to be able to fill Odd Ball, Spinner and Tally orders in a much more prompt manner."

WISE ADVERTISERS USE AUTOMATIC WORLD FOR SOUTHWEST COVERAGE.



**O. A. Hokanson: Engineer, inventor, executive and a very lovable character, Otto Hokanson, Manager of the New Products and Patents Department of the Rudolph Wurlitzer Company investigates every idea, suggestion or device new and old submitted to Wurlitzer with the practiced eye of a patent expert.**

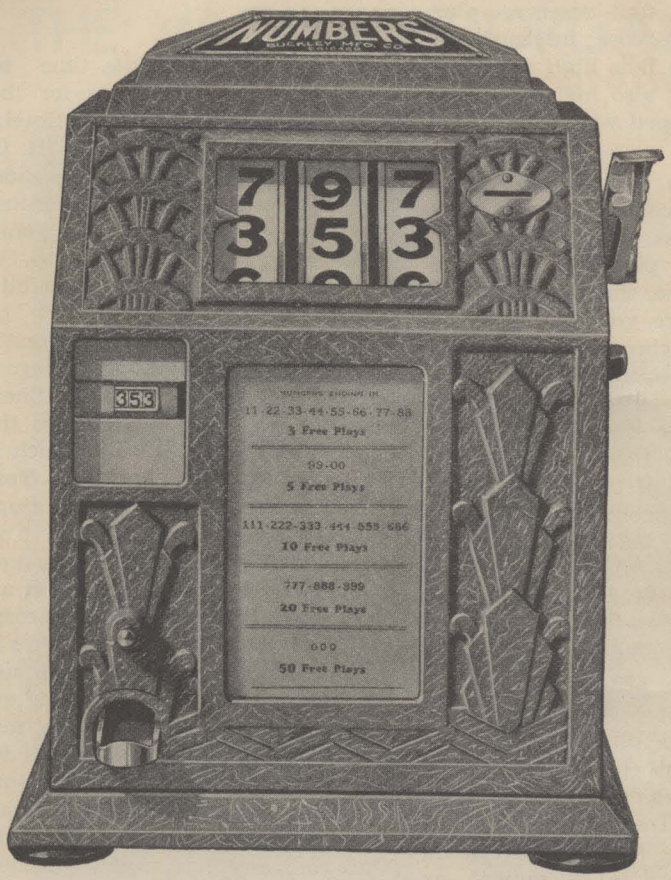
## NEW BALLY FREE PLAY GAME

"Built to order for free-play territory," is the way Jim Buckley, general sales manager of Bally Mfg. Co. describes the new "Arrowhead" game.

"Bally's 'Arrowhead' has all the play appeal of a two-hundred dollar payout game,' Jim stated, "at a popular price. 'Arrowhead' features changing odds, from 1 to 7 mystery selections each game, 'win-place-show' awards, plus a fascinating 'qualify' idea; roll-overs which enable the player to change odds and selections by skill; and a brand new free-selection idea that guarantees plenty of repeat play. 'Arrowhead' can be operated as a one-shot or 5-ball game—or as a 2 or 4 ball game. And, according to first collection reports now coming in, it's a goldmine any way it's run."

FOR
COIN MACHINE OPERATORS
No matter what you operate —Pin Games, Phonographs, Diggers, Slot Machines, Salesboards, Skee Ball, Cigarette or Vending Machines, we can supply you economically with our
Standard*
or
Specially Printed** Collection Books
For Samples and Information Write
Baltimore Salesbook Co.
120 West 42nd Street
New York City
Attention: Charles Fleischmann
Note: *Standard means low cost stock books ready for immediate delivery.
**Specially Printed means any copy you specify, to include name, address, etc.

ADVANCE VENDING MACHINES
Send for Catalogue No. 38
More Than 100 Models
ADVANCE MACHINE CO.
4647 Ravenswood Avenue
CHICAGO, ILL.




# NUMBERS

**Buckley's Newest Counter Machine With Reserve Jackpot Features**

**Straight or Universal Coin Slots**
**Time Tested Mechanism**
**Ball Gum Vendor**
**Full Size Reels**

**TRY ONE ON LOCATION AND SEE FOR YOURSELF HOW QUICKLY IT EARNS ITS LOW PRICE OF $18.50**

**Available Without Reserve Feature, $16.50**

**Buckley Mfg. Co.**
**4227 W. LAKE ST.**
**CHICAGO**

BETTER BUILT BY BUCKLEY


## OKLAHOMA ITEMS

C. J. Nelson, Guthrie operator, says he is doing a nice business with his new Jennings Good Luck consoles.

* * *

L. R. Richards of Pauls Valley, made a rush trip to the city for new equipment recently. Came back for more three days later.

* * *

Clarence Kemp, of the Nickel Novelty Co. in Oklahoma City, bought 10 new Wurlitzer phonos recently.

* * *

Approximately 50 State operators have announced that they will attend the annual coin-machine shows in Chicago.

## DISCUSS PLANS FOR JANUARY SHOW

(CMMA Release Nov. 19, 1938)

"Red tape will be slashed and swept away," declared Jim Gilmore, secretary of the Coin Machine Manufacturers, discussing plans for the Coin Machine Show at the Sherman Hotel, Chicago, January 16-19, 1939.

"No operator, jobber or distributor will be expected to pay money to get into what is, after all, his Show. Nor are we demanding that busy operators take time off to sign up in advance. The main thing is to come and see what a royal, walk-right-in welcome you'll get. Naturally, admission to the Exhibition will be limited to members of the coin fraternity and their friends, but no bona fide operator, jobber or distributor need worry about getting in to see the greatest array of coin machines of all kinds ever assembled under one roof.

"And when I say 'all kinds,' I mean exactly that. Every branch of the industry will be represented —music, vending and amusement, as well as the merchandise and sales stimulator trade. Make your plans now. If you wish, write me at CMMA Headquarters, Suite 323-324, Sherman Hotel, Chicago, regarding room reservations. And 'be there with bells on' at the same Show, same Hotel, same time — Sherman Hotel, January 16-19, 1939 —Chicago 'Home' to the coin machine industry, 'Home Coming Week' to coin-men everywhere."


**Music Machine Operators**
**convert your obsolete surplus phonograph records into cash. We pay highest prices. We pay freight. Write for full details as to age, make and quantity. Newark Surplus Materials Co., P. O. Box 1000, Newark, N. J.**


## THE MAGIC CHUTE DELIVERS ORANGE DRINK

A nickel-in-the slot juice squeezing and vending machine has been invented by Tracy Acosta, New Smyrna, Fla., and will be placed in lobbies of office buildings, depots, factory entrances and other places where people gather by the Florida Citrus Exchange, according to W. C. Van Clief, vice president.

The appartus consists of a large refrigerated hopper containing 206 oranges and an intricate piece of mechanism that operates when a nickel is inserted in the slot. It takes an orange, splits it, reams out the juice and delivers it in a precooled paper cup to the customers, throwing the refuse into a paper sack to be disposed of later.

The only human attention it will require, Van Clief said, is to refill the refrigeration bin with fruit and dump the refuse. The machinery is arranged to cleanse itself by a centrifugal process. The machines are about as large as a household mechanical refrigerator.

## MOLONEY PREDICTS BALLY BOOM

"Another 'shot in the arm' to pep up the entire industry!" is the way Ray Moloney, president of Bally Mfg. Company, described the new "Paramount" novelty game.

**Ray Moloney**

"Remember," Ray exlclaimed, "how 'Bumper' brought the business back to life with a bang—just about this time of year, too! Remember how operators got well' in a hurry with 'Bally Reserve.' Well, Bally's 'Paramount' will do the trick again—only more so, because 'Paramount' has more play-attracting features than you'll find in any ten ordinary games, and 'Paramount' is available in three models for every operating requirement. Model A has a $24.75 top reserve, plus plenty of high-score intermediate awards. Model B is high score only. Model C is also high score only, but is equipped with a free-play coin-chute.

"Played with 5 balls that cause so much crazy commotion you wonder if the glass will hold 'em in, 'Paramount' is packed with the kind of suspense, thrills and excitement that make you grunt, groan, grin, cuss and cheer. 9 Roll-Overs, 8 Light-up Rubber-Tire Bumpers, and a whole herd of Spiral Bumpers which never score less than 200 and may score 1,000 per bump — these are some of the features that keep the 'Paramount' balls in a panic and the back-glass flashing like Fourth of July. Why, Paramount' action actually 'spills over' on the arch where the captive ball spins and score like sixty!

"Although we are already on day and night double shift, orders for 'Paramount' are piling up as operators north south east and west are rushing to climb on the 'Paramount' band-wagon. The days of 'Bumper' are here again, and all we can do is ask operators to be patient, as everything hunmanly possible will be done to rush their 'Paramounts' to them."

---

The doctor was visiting Rastus' wife to deliver her twelfth offspring. While riding along with Rastus he saw a duck in the road.

Doctor: "Whose duck is that?"

Rastus: "Dat ain't no duck; dat's de stork wid his legs wore off."

## "JANUARY SHOW IDEAL" SAYS HOOD

"I'll be back in ample time to complete our preparations for the big show at the Sherman Hotel," said Dick Hood, president of H. C. Evans & Co., as he left on a short trip to Florida. His trip, according to rumors, will result in some genuine surprises for the industry, to be exhibited at the Evans exhibits. "Can't explain details now," he went on to say, "but I am greatly pleased that the show will again be held in January and at the Sherman Hotel as usual. I believe the entire industry would lose much if we failed to start the New Year with the splendid "pepping-up" that the convention always has given. This year, the co-operation of everyone in the industry will assure the future success and prosperity of the coin machine business. Preparations have been under way for some time to show every new development in coin machines and novelties, as well as for the interchange of ideas and co-operative efforts on a larger scale than ever during this convention. Our company has made considerable preparations and will reveal a number of epoch-making creations that have only recently been developed and they'll be ready in time for our exhibit. I confidently expect the attendance at the Sherman to break all previous records and look forward to greeting all my old friends there."

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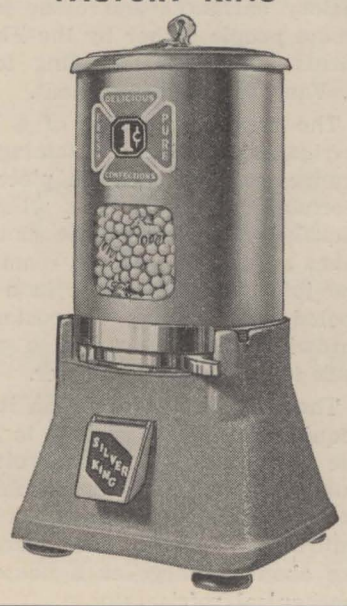
MENTION AUTOMATIC WORLD TO ADVERTISERS


"FACTORY KING"



# NO TWO WAYS ABOUT IT!

***"Silver Kings HAVE Class and Quality"***

**Every operator needs these two SPECIAL VENDORS. Beautiful, modern, trouble free, money makers. There is a "Genuine, Original," SILVER KING for every need.**

## *SPECIAL!*

### *INTRODUCTORY OFFER*

- ***One Vendor***
- ***10 pounds Candy***
- ***1 gross Charms***

***$8.45***

**For limited time only. Don't risk chance of losing out! Send us your order today, before you forget!**

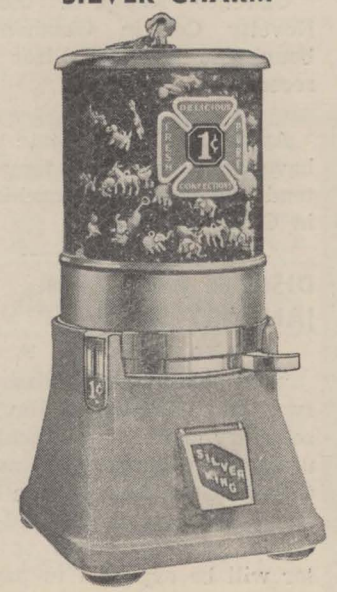
**All metal container, display window. For garages, factories, gas stations and tough spots.**

**Large top! Designed especially for CHARMS. (Glass protecting metal ring, 25c extra.)**

**Sample Vendor ..... $6.50**
**Ten at $5.50 Each.**
**F.O.B.—Chicago**

**AUTOMAT GAMES 2425 W. Fullerton, Chicago**

"SILVER CHARM"



# SOME OF THE MEMBERS OF THE WURLITZER ORGANIZATION

Always working, thinking and planning better things for the Music Merchants of the world.

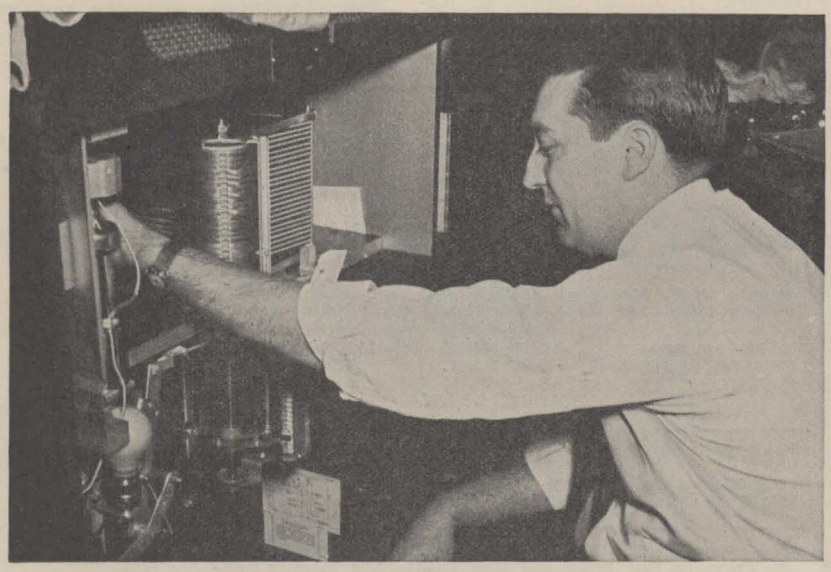
Rudolph Wurlitzer: Chairman of the Board of the Rudolph Wurlitzer Company—a scion of a family closely associated with the making of fine musical instruments since the 18th Century, Rudolph Wurlitzer is regarded by all who know him, not only as an authority on all things musical but as a congenial gentleman and a true friend.

Francis Primeau: Production Manager of the Rudolph Wurlitzer Company's North Tonawanda plants, it's Francis' job to see that needed materials are on hand and come together at the right time in the right place. They DO!

I. O. Vaaler: Chief of the Woodworking Department of the Rudolph Wurlitzer Company. Mr. Vaaler has been a Wurlitzerite for 9 years. He loves the smell of wood—likes golf, bowling, fishing—has three youngster, one of whom, a girl of 16, has her own orchestra.

Harry Getman: The Rudolph Wurlitzer Company's Traffic Manager—sees to it that, despite "Hell or high water," the Wurlitzer Phonographs you order arrive in the shortest possible time, and that incoming shipments keep up with production schedules.

Hubert J. Fels: Employment Manager of the Rudolph Wurlitzer Company, the man that puts 'em on the payroll. With Wurlitzer for 18 years Hubert Fels is a member of the North Tonawanda Board of Education and Volunteer Fire Department. Divides his affection among three daughters.



Don Plant: A skilled mechanic who helped build the first Wurlitzer Phonograph, Don rules over the Final Test and Packing Departments, can solve any service or inspection difficulty.

## CALLS "PARAMOUNT" ACTION COCKTAIL

Discussing the new "Paramount" novelty game, which is said to be scoring a hit with the public as well as the operators, Ray Moloney, president of Bally Mfg. Company stated that the machine is the product of his determination to cram the maximum action into a single game.

"When I discussed 'Paramount' with Bally's engineering department," Ray said, "I told them to create an 'action cocktail' for the trade—something with a real wallop. And when you check the features packed into the 'Paramount' machine, you must agree that Bally has blended a potent portion of profit-producing pep.

"First there's the long-ball races—ball completely encircling the field before diving into a board bustling with actionizers. Nine roll-overs, each adding a thrill; 8 illuminated rubber-tire bumpers and plenty of spiral bumpers. Shifting 1000-lights, worth a 'grand' or a goose-egg, depending on how the player times his shot. Bumpers worth 200 until the player ups 'em all to 1000 by skill. Outball return; and, last but not least, the amazing Spinning Captive Ball, controlled by 2 separate roll-overs.

"And all this action is obtained with a marvelously simple and trouble-proof mechanism. The machine is adjustable in several different ways, fully metered and, to insure complete operating flexibility, is available with a $24.75 top reserve plus high-score or with high-score only or high-score with free-play coin-chut—three great models to cover every operating requirement.

"Better than 'Bumper' and greater than 'Bally Reserve' is the verdict of operators everywhere who have tried 'Paramount' on location. And they're backing up their words with the biggest flood of orders we've had in years."

---

An irate enthusiast, who had watched his home team go down in defeat, stopped the umpire as he was leaving the field.

"Where's your dog?" he commanded.

"Dog?" ejaculated the umpire. "I have no dog?"

"Well," said the grouchy one, "you're the first blind man I ever saw who didn't have a dog."

## DAVAL PRESENTS TALLY IN CIGARETTE MODEL

Chicago.—Officials of Daval Mfg. Co. have announced a new Penny Cigarette Play version of the Tally counter game. A country-wide demand among operators was said to be the cause of this new Tally model.

According to one Daval executive, "The reserve jackpot feature of Tally met with instant approval the moment it made its appearance. Operators really went wild over the idea of a counter game with the high top award that Tally offered, and they appreciated the extra appeal of the intermediate payouts. Then again, there was the convenience of the coin divider which automatically separates all coins played into two individually locked cash boxes—one for the operator and the other for the location owner. Operators who had "cleaned up" with the Daval cigarette game, Penny Pack, realized that penny cigarette play in Tally would make it a million-dollar game. And they were right, for Tally cigarette game has been on the market for only a couple of weeks and already the orders are piling sky-high. Of course, this new model retains all the features of the original number-play model, but for operators who prefer the original Tally, that model is now being furnished with both number strips and bell-fruit strips which are intechangeable. This actually gives the operator two games for the price of one."

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### Cohen, of Asco, Finds Biz Better

Newark, N. J.—Al Cohen, of Asco Vending Machine Exchange, commenting on recent sales, stated, "In the past few weeks we have shipped machines to operators in Texas, Arizona and California as well as to other distant states."

## STAPLE EQUIPMENT WILL PROVE PROFITABLE

Staple machines such as grippers, shockers, lung testers, fortune machines, bag punchers, etc., are units an operator can keep going the year 'round, and they will always be fair earners. They fit in nicely with any op's schedule and the extra money they take in is nothing to be sneezed at.

The wise operators will surround himself with this type of equipment to use along with his larger and more expensive units. By so doing he can keep his service men busy, supply his locations with a variety of machines and at the same time increase his bank account.

---

### BALLY EXPECTS VISITORS

The Bally Manufacturing Company has dressed up their place out at 2640 Belmont Avenue, and are ready to receive visiting operators during the December Show.

Bally will have some new surprise equipment to show them.

Ray Moloney, Jim Buckley, Herb Jones, George Moloney and the rest of the Bally gang will be on hand at the factory to greet all visitors.

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### SROKA NEW ENVOY FOR FITZGIBBONS

New York.—John A. Fitzgibbons has announced the appointment of Phil Sroka, former operator, as his good-will ambassador for the metropolitan New York area.

Fitzgibbons stated, "Phil Sroka will go direct to the operators and will help them with the problems which confront the average operator in this business in New York today.

---

WISE ADVERTISERS USE AUTOMATIC WORLD FOR SOUTHWEST COVERAGE.


# SPECIAL TICKET SALE

Complete Deals, $2.60 Each (2250 Ticket, Card, Holder and Jar)
Complete Deals, $2.60 Each (2525 Ticket, Card, Holder and Jar)
Choice of Any Card Listed (Labels Included)

LIMITED TIME ONLY

BOARD OF TRADE
LET'S GO FISHING
BAGS OF GOLD
GOLD MINE
PLAY BALL
ARLINGTON
DOUBLE DRAW
MAJOR LEAGUE
BANK NITE
PIMLICO

CARDS AND LABELS—$6.00 Per Dozen

2280 Tickets Only $12.00 Per Dozen
2520 Tickets Only $15.00 Per Dozen
Card Holders, $3.60 Per Dozen
Jars, $3.00 Per Dozen

Send in your orders NOW! 1/3 Deposit, Balance C. O. D. Write for Prices on Red, White and Blue Tickets, Slot Machine Symbol Tickets, in Jars or on Cards.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., CHICAGO, ILL.

## BALLY OFFERS COUNTER "RESERVE"

Discussing the new "Baby Reserve" counter game, Jim Buckley, general sales manager of Bally Mfg. Company, pointed out that the machine reproduces, in counter size, the play appeal of the "Bally Reserve" novelty game.

"As originators," Jim stated, "of the famous 'Bally Reserve' idea, Bally now offers the same sensational earning power in a compact, fast play counter game of the 3-reel type—and at a price that enables operators to blanket their territory for the biggest profit clean-up in years!"

"Actually our 'Baby Reserve' is 3 games in one. In addition to the regular reserve style, with $50.00 top reserve and plenty of intermediate awards, two extra sets of tapes and cards are furnished with each machine — one with bell-fruit symbols and one for penny cigarette play.

"Among the operating advantages of 'Baby Reserve' are a new positive coin-divider and separate cash compartments for merchant and operator, which eliminate all time-wasting detail of settling with the merchant, also exclusive adjustment features; and extremely simple, sturdy, precision-built mechanism; and turntable-style cabinet."

## LIST OF EXHIBITORS AS OF NOV. 25, 1938, NACOMM SHOW, STEVENS HOTEL.

A. B. T. Mfg. Co., Advance Machine Co., American Products Co.; Astatic Microphone Laboratory, Inc.; Atlas Novelty Co.; Oudak Company; Automat Games; Automatic Age; Automatic World; Axton-Fisher Co.; Baker Novelty & Mfg. Co.; Bearse Manufacturing Co.; The Billboard Publishing Co.; Blackhawk Mfg. Co.; Brunswick Record Corp.; Buckley Mfg. Co.; Central Die Casting & Mfg. Co., Inc.; Century Die Casting Co.; Churchill Cabinet Co.; Coan-Sletteland Co., Inc.; Coin Machine Journal; Coin Machine Review; The Columbus Vending Co.; Cornell-Dubilier Electric Corp.; Decca Record Corp.; Detrola Corp.; Arthur H. DuGrenier, Inc.; Etching Co. of America; Gam-Superior; R. H. Gardiner Sales Co.; Gay Games, Inc.; Gear Specialties, Inc.; General Vending Machine Co.; M. A. Gerett Co.; Glidden Co.; Guardian Electric Mfg. Co.; Gumatic Mfg. Co.; Haber Screw Machine Products Co.; Harrington & King Perforating Co.; Samuel Harris & Co.; A. G. Hintze Co.; Walter C. Hoy; Hygrade Sylvania Corp.; The Iillinois Lock Co.; O. D. Jennings & Co.; Jensen Radio Mfg. Co.; Kubec Electric Co.; Lenz Electric Mfg. Co.; Lindberg Steel Treating Co.; Mechanical Plating Co.; Mechanical Sales Corp.; Micro Switch Corp.;

Mills Novelty Co.; Philip Morris & Co., Ltd., Inc.; National Slug Rejectors, Inc.; National Vendors, Inc.; Hecht Nielsen, The Northwestern Corp.; Palmantier-King Sales Co.; Pan Confectionery Factory; Peanut Specialty Co.; Pederson Bros. Tool & Supply Co.; Peerless Novelty Co.; Permo Products Corp., RCA Mfg. Co., Inc.; D. Robbins & Co.; Rock-Ola Mfg. Corp.; Rowe Mfg. Co., Inc.; Schmidt Bros.; J. P. Seeburg Corp.; Spin-O Sales Co., Inc.; Standard Transformer Corp.; The Stark Novelty Co.; Stewart & McGuire, Inc.; Stoner Corp.; Trimount Coin Machine Co.; U-Need-a-Pak Products Corp.; Universal Mfg. Co.; Veeder-Root, Inc.; Walco Distributors; Thos. A. Walsh Mfg. Co.; The Rudolph Wurlitzer Co.

## MILLS NOVELTY SPRINGS NEW GLAMOUR GIRL

Mills Novelty Company have just sprung a new glamour girl in the person of Kitty Kelly. Kitty is a steno at Mills' place out on Fullerton avenue, Chi. She was recently shown in a publicity photo modeling one of the new strapless gowns and holding on her lap a Mills Pocket Bell machine. Kitty is an attractive girl and we think Mills picked a real peach.

Naturally, we are wondering what has become of Dolly Flasher, the 1937-1938 glamour girl whom Mills named one of their games for.

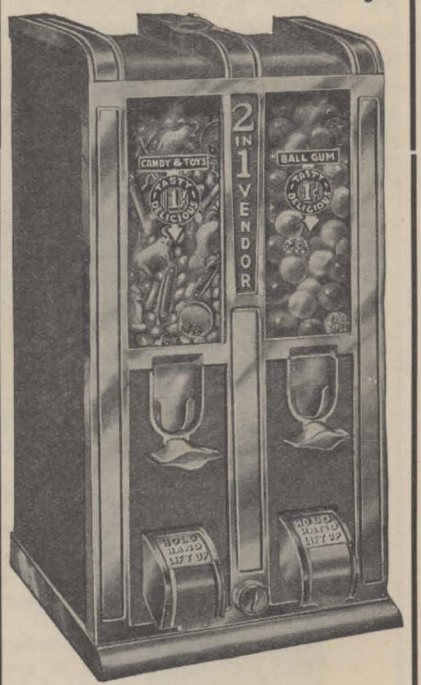
## "LONG LIFE GAMES NECESSARY FOR OPERATORS," SAYS ROBBINS

"When you buy games, it's almost like playing the horses," says Dave Robbins. "Sometimes you pick a winner and at other times you pick slow, sluggish horses that run the wrong way. The advantage of a winning horse is that you collect your winnings immediately. When you buy a winning game, your profits are real profits only if that game is a winner for a long time. That's why many operators have ordered our Bingo game. The investment is small and the income is steady because Bingo is legal everywhere. A ball of gum is vended for each penny. In addition to the game of Bingo, score cards for two additional games are included free with each machine. By getting three games for the price of one, operators can be certain of a "long-life" income with their Bingo games. Sales of Bingo have now passed the 2000 mark and we look forward to many more orders from operators who have not yet had this splendid penny counter skill game."

It is said people who stammer often sing well. A deck hand who suffered from an impediment in his speech ran to the captain on the bridge during a storm and started: "P-p-please, s-s-sir." "For goodness sake, hurry up," said the captain irritably. "If you can't say it, sing it." The deck-hand took a very long breath and sang: "Should auld acquaintance be forgot, and never brought to mind, the first mate's fallen overboard, he's half a mile behind."


2 IN 1 VENDOR

*Most PRACTICAL BULK Merchandiser Built Today!*




NEW LOW PRICE, ONLY $12.50 Each
*Any Quantity*

**Meet Dave Robbins at the Stevens Hotel Booth No. 44 Dec. 12, 13, 14, 15**

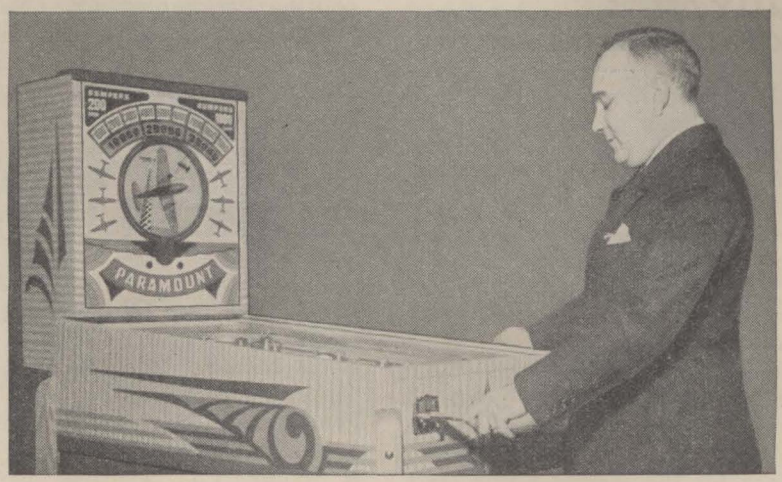
D. ROBBINS & CO.
1141 DeKALB Ave. – BROOKLYN, N.Y.

## GOTTLIEB ENDORSES JANUARY SHOW

Chicago. — Delighted that the coin machine show will again be held at the usual time and place this year, Dave Gottlieb expressed his enthusiastic approval in these words:

"The entire industry has learned to look forward to the middle of January each year as the great home coming time, when all of us can have a friendly get-together in the interests of our mutual business. At that time, everyone is anxious and ready to swing into the new year's activities with might and main. The show marks the beginning of an active year ahead. The stimulation Operators and Jobbers alike get from the new creations exhibited, as well as from the interchange of ideas with all branches of the industry, come at the logical time. They will see the same kind of big show, bigger and better than ever. Every kind of amusement device, premium and novelty will be exhibited.

"Without a doubt, the Sherman hotel holds a home-like attraction for all of us. After so many years, it's "home" to the industry, with the homey atmosphere in which we like to meet our friends. I heartily endorse the decision of the board of directors to hold the 1939 show at the time and place as usual.




**"BALLY'S 'PARAMOUNT' looks good to me," says Bill Marmer of Sicking Mfg. Company, Cincinnati.**

"Regarding the exhibits," Dave went on, "I understand there'll be some striking new innovations shown this year in all types of machines and devices. Speaking for the Gottlieb company, I can say that we have some real surprises in store, to be exhibited at the Gottlieb booths, some radically new ideas that no one in the coin machine business can afford to miss."

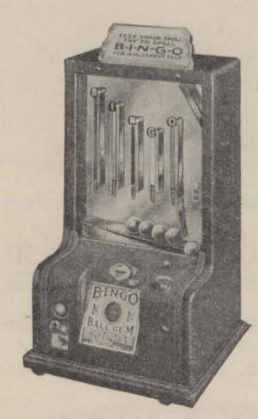
AUTOMATIC WORLD HAS MORE SOUTHWEST CIRCULATION THAN ALL THE OTHER COIN MACHINE MAGAZINES COMBINED.

## POPULAR PRICE BALLY MULTIPLE

"Less than 'six-bits' for a game that has all the play appeal of a two-hundred dollar payout game!"

"That statement," says Jim Buckley, general sales manager of Bally Mfg. Company, sums up the reason why our new 'Suspense' is proving such a sales sensation. It has changing odds, mystery selections, 'win-place-show' awards and 6-way multiple play which means earning power from 5 to 30 cents every time a player steps up to the chute.

"Of course, it's a novelty game. In fact, 'Suspense' was built to give operators a crack at the heavy collections Bally payout operators have been sticking in their pockets. I'm not saying 'Suspense' will equal a Bally one-shot in earning power. But in strictly novelty territory it will pile up the cash faster than any game in recent years—because that 6-way multiple makes a big difference in the weekly net."




**. . . That's WHY YOU NEED BINGO!**

Over 2000 Bingo Games are NOW on location. Operators report net weekly profits of $3.00 to $5.00 per game.

Bingo is legal everywhere! A ball of gum is vended for each penny. Awards for skill may be given in open territory.

Two other exciting games in addition to Bingo can be played. Bingo thus gives you three DIFFERENT games for the price of one!

Get started TODAY with this LONG-LIFE money maker!

OPERATOR'S PRICE

ONLY $17.50

See BINGO at Booth 44 Stevens Hotel Chicago Dec. 12-13-14-15

**D. ROBBINS & CO.**

1141 W. DeKALB AVENUE BROOKLYN, N. Y.


### G. W. Snyder Dies On Thanksgiving

Columbus, O.—Gus W. Snyder, of the Superior Confection Co., known to thousands in the coin machine industry for many years, passed away on Thanksgiving morning. Death came from peritonitis, following an attack of acute appendicitis.

Messages of condolence were being received from members of the industry in all parts of the country by the family and relatives here.

### DEAR, DEER MEAT

Like the country newspaper editor would say, "We are indebted to our good friend and subscriber, Ernest Walker, Walker Sales Company, Fort Worth, for a nice feast of deer meat (venison to you uptowners).

Ernest bagged his quota on one hunt and now has to stay at home and listen to the other ops tell about their going hunting. Naturally, we'll have to move Ernest's subscription up a few months. Ernest made several Ft. Worth operators happy with a nice batch of deer steak.


"$400 Monthly Income" from PENNIES!

Dropped Daily into the

HAMILTON Person Weighing SCALE

(New 8th Anniversary Model)

You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce $4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation.

Nothing to Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO

America's Largest Exclusive Makers of Person-Weighing Machines

HAMILTON SCALE CO.

Dept. D, 1910 Vermont Ave. Toledo, O.


### DAVE ROBBINS EXTENDS INVITATION

D. Robbins & Co., Brooklyn, N. Y., will be represented by Dave Robbins at the Stevens Hotel Coin Machine Show, Dec. 12-15, booth No. 44. Dave will have on display Bingo, the new 1c counter skill game and his well known 2 In 1 Vendor. He will also introduce at this show a brand new machine, which he claims will be a "long-time" money maker for operators.

Dave advises this magazine that he is interested in meeting salesmen and distributors who are capable of selling his machines. An attractive proposition will be offered to capable salesmen. Dave will arrive in Chicago two days before the Show opens and will stay at the Stevens Hotel. Operators, distributors and salesmen are cordially invited to meet Dave at the Stevens Hotel.

### "WATCH WESTERN"

A veil of mystery enshrouds the plant of Western Products, Chicago, in their preparations now being made for the annual coin machine convention in January. Much guessing has taken place, bets have been made, but still nobody seems to be able to find out just what startling innovation Western is introducing. The only clue available at this time is that the introduction of this new piece of equipment is the answer to every coin machine man's dream.

As usual, it's going to be "Watch Western."

Republican: "What do you think Abraham Lincoln would be doing today if he were alive?"

Democrat: "Drawing the old age pension."

MENTION AUTOMATIC WORLD TO ADVERTISERS


# JANUARY SHOW

## IMPORTANT NOTICE COIN MACHINE OPERATORS

## National Convention Coin Machine Manufacturers Association and Operators

## CHICAGO–SHERMAN HOTEL–JANUARY 16-19, 1939

## OFFICIAL ROUTE FROM TEXAS

# VIA SANTA FE RAILWAY

**Be Sure Your Ticket Is Routed Santa Fe**

Through High Grade Solid Steel Air-conditioned Sleeping Cars from Galveston, Houston and Ft. Worth direct to Chicago on the Santa Fe Crack Train, "The Ranger."

| From | Schedule | Date | Road | 30 Day Round Trip | One Way Lower |
|---|---|---|---|---|---|
| Lv. Corpus Christi | 1:55 p.m. | Jan. 13 | Mo. Pac. | $60.45 | $10.25 |
| Ar. Houston | 8:30 p.m. | Jan. 13 | Mo. Pac. | 49.90 | 8.70 |
| Lv. Beaumont | 4:27 p.m. | Jan. 13 | Mo. Pac. | 49.90 | 8.70 |
| Ar. Houston | 6:50 p.m. | Jan. 13 | Mo. Pac. | 49.90 | 8.70 |
| Lv. Galveston | 7:45 p.m. | Jan. 13 | Santa Fe | 52.10 | 8.95 |
| Lv. Houston | 9:30 p.m. | Jan. 13 | Santa Fe | 49.90 | 8.70 |
| Ar. Ft. Worth | 6:20 a.m. | Jan. 14 | Santa Fe | 42.95 | 7.35 |
| Lv. San Antonio | 11:00 p m. | Jan. 13 | Mo. Pac. | 54.65 | 9.45 |
| Lv. Austin | 12:45 a.m. | Jan. 14 | Mo. Pac. | 51.05 | 8.95 |
| Ar. Ft. Worth | 7:15 a.m. | Jan. 14 | Mo. Pac. | 42.95 | 7.35 |
| Lv. Dallas | 6:45 a.m. | Jan. 14 | Tex. Motor Bus | 42.95 | 7.35 |
| Ar. Ft. Worth | 7:45 a.m. | Jan. 14 | Tex. Motor Bus | 42.95 | 7.35 |
| Lv. Ft. Worth | 8:00 a.m. | Jan. 14 | Santa Fe | 42.95 | 7.35 |
| Lv. Okla. City | 1:05 p.m. | Jan. 14 | Santa Fe | 36.10 | 5.80 |
| Lv. Wichita | 5:20 p.m. | Jan. 14 | Santa Fe | 30.25 | 5.80 |
| Lv. Kansas City | 11:00 p.m. | Jan. 14 | Santa Fe | 20.70 | 3.15 |
| Ar. Chicago | 9:20 a.m. | Jan. 15 | Santa Fe | — | — |

**Be Sure Your Ticket Is Routed Santa Fe**

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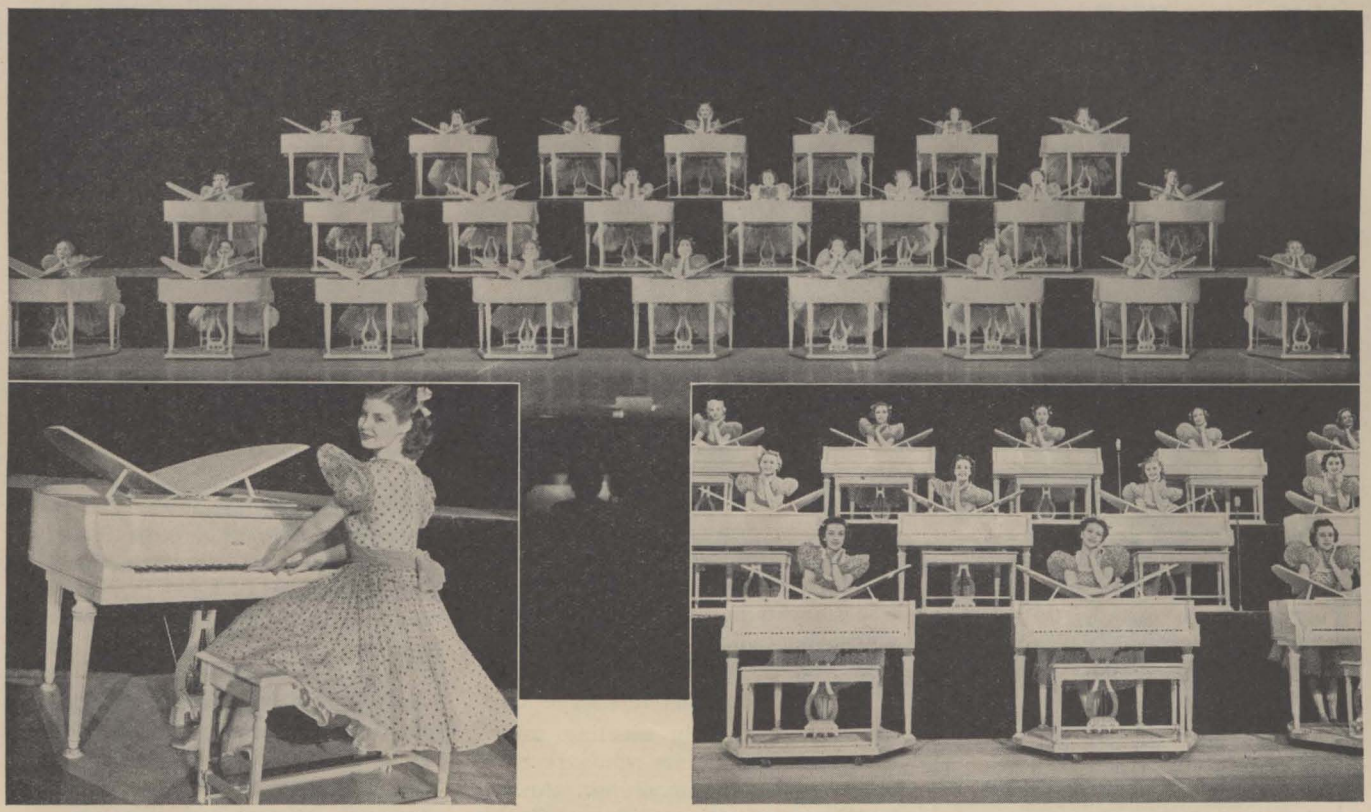


**BREATHTAKINGLY BEAUTIFUL is the way one blase Broadway theatre critic described a recent stage presentation at the Roxy Theatre in New York. Feature attraction was the "Butterfly Ensemble" shown above—24 pert, vivacious young ladies playing 24 Wurlitzer Butterfly Grand Pianos. Wurlitzer's revolutionary new symmetrical piano is a marvel of clear, full tone yet is so designed that it occupies less space than a 4 foot square rug. Proof of its popularity in New York lies in the fact that the Roxy Theatre held over the Butterfly Grand Ensemble for 3 consecutive weeks. Interest was so great that Fox-Movietone News filmed the brilliant spectacle for nationwide showing in thousands of motion-picture theatres. A sensational send-off for a sensational piano—the distinctive, modern, Wurlitzer Butterfly Grand.**

## WURLITZER AND ROCK-OLA SETTLE PATENT DIFFERENCES

The patent controversy between the Rock-Ola Manufacturing Corporation and the Rudolph Wurlitzer Company was ended with the signing of an agreement by the two companies.

Under the terms of the agreement, each company has given full recognition to the patents of the other and licenses have been exchanged. The patents involved dominate the distinctive features of the multi-record phonograph, an instrument which automatically selects and plays a number of records chosen in advance.

Under the terms of the agreement all suits now pending are to be dismissed. Three of these were filed in the Federal Court by the Wurlitzer Company, two in Chicago against the Rock-Ola Corporation, and one in Cleveland against a Rock-Ola distributor. The Wurlitzer Company charged infringement of the Wilcox, Utley, DeVere and Beenken patents.

The Rock-Ola Corporation has suits pending against the Wurlitzer Company in the Federal Courts at Buffalo and Chicago, and one in New York against a Wurlitzer distributor. The Rock-Ola Corporation charged infringement of the Smyth, Stout, Moore, Bodwell and Bellows patents.

The parties will designate on their respective phonographs the patents protecting them, but will maintain the individuality of design of their instruments.

In a joint statement issued by officials of both companies, they said:

"We feel that in thus settling our differences, we are taking a step which will mean much for the stabilization of the industry.

"While we have agreed to cross-license each other under the patents involved in the controversy, according to terms mutually satisfactory, we wish it fully understood that we recognize the patent rights of each company and will protect them and prosecute infringers wherever necessary. The agreement is in full settlement of all existing differences."

Legal details were handled for the Wurlitzer Company by Chritton, Wiles, Davies, Hirschl & Dawson, and for the Rock-Ola Corporation by Sheridan, Davis & Cargill, both of Chicago.

## FITZGIBBONS FINDS 1938 RECORD YEAR

New York.—John A. Fitzgibbons credits Bally's newest game, Paramount, with having given them one of the best season's record in the history of the firm.

Says he: "From the moment we announced Paramount we have been swamped with orders for the game. Those who came into our offices to see the machine were tremendously impressed with it.

"Our branch office sales and the orders taken by our traveling representatives all tend to point to one of the biggest seasons in our history.

"Paramount meets the demands of the players in every way. It offers every feature which has brought novelty game action to its highest peak. It not only combines all these features in one game but we also have three models of the game to please operators

## STREAMLINED STAND FOR "BALLY BELL"

"A streamlined stand for a streamlined bell," is the way Ray Moloney, president of Bally Mfg. Company, describes the new stand developed for Bally's double-chute bell.

"The stand," Ray explained, "is designed to harmonize with the sleek modern lines of the bell, and the two form a beautiful ensemble. In spite of its graceful appearance, the stand is as husky as a bank vault and convenient means are provided for weighting.

"Increased production is now making it possible for us to catch up on the tremendous backlog of 'Bally Bell' orders. Reports coming in from the first few hundred of 'Bally Bells' on location prove our statements that the double chute does double the operator's average return per machine. Particularly interesting are the reports from operators who are building up a lucrative quarter trade in locations where only nickels have been played heretofore. This is done by installing 'Bally Bell' machines with a nickel chute on one side, a quarter chute on the other. The nickel chute takes care of the regular trade, while the quarter chute collects a goodly harvest of two-bit pieces that formerly were diverted from the operator. As one operator recently told me, 'I knew there was a certain amount of potential quarter trade in ——cafe, but not enough so I could afford to install a quarter machine in addition to the nickel bell I already had there. The 'Bally Bell' solves this problem, and I am already getting plenty of quarters in every collection!"

## FREE PLAY GAME RIVALS PAYOUTS

Operators in free play territory can earn "payout profits" with the right type of equipment, according to Jim Buckley, general sales manager of Bally Mrg. Company.

"For example," Jim explained, "I have just received a letter from Harry Moseley of Moseley Vending Machine Exchange in Richmond telling about an operation of 100 'Eureka' machines. These machines are in locations alongside of the more popular consoles, and it has been found—to quote Mr. Moseley —that 'the earning capacity of the "Eureka" machines runs about 60 per cent more than that of the consoles." This shows that the free play operator has nothing to worry about as long as he selects games with real appeal.

"Bally's 'Eureka' is a game with real appeal. In fact, it has all the proven profit features of our famous payout games — changing odds, mystery selections and 'win-place-show' awards. It can be operated as a one-shot or as a 5-ball game—or with 2 or 4 balls, for that matter. It can also be run with or without the 4-way multiple.

"For operators who do not desire the multiple feature, our 'Arrowhead' has exactly the same features as the 'Eureka' machine, including free-play coin-chute, but is for single-coin play only. Arrowhead' is also piling up some swell earning records in free play territory, and will be a leader in the Bally line for a long time to come."

## BALLY ANNOUNCES ANIMATED CONSOLE

Discussing the new "Dixie" 7-coin console, Jim Buckley, general sales manager of Bally Mfg. Company, pointed out that the game has "all the realistic race-track atmosphere of Bally's famous $500 Ray's Track machine — with miniature horses galloping to a thrilling photo-finish—plus the beautiful flash of the modern console—and at a price operators will like."

"Before releasing the 'Dixie' console," Jim continued, "we gave it a 'morning work out' in half a dozen spots around the U. S., and collection reports prove that the 'Dark Horse Odds Booster' featured in 'Dixie' is the most remarkable repeat play stimulator ever built into this type of equipment.

Unlike other odds booster devices, the 'Dark Horse' is part of the main-action—thus insures double suspense, double excitement — not merely at the start or finish of the game, but from start in finish and every inch of the way. And, believe me, that double dose of 'what it takes' results in plenty of stick-with-it repeat play.

Dixie definitely brings back the kind of console collections operators thought were gone forever—the phenomenal earnings of 'Ray's Track' at its peak. And—with the new, simplified, guaranteed chart-proof mechanism built into 'Dixie'—those collections produce the biggest net operators have ever known in the console field."

## FLEXIBILITY FEATURED IN BALLY'S "PARAMOUNT"

"Operating flexibility is one of the most important factors in game design today," says Ray Moloney, president of Bally Mfg. Company, "and in our new 'Paramount' hit we have stressed flexibility. The game is available in a model which combines the strong 'come on' appeal of a 'growing reserve' with the 'keep on' appeal of intermediate high-score awards. It is also available for high-score only—either with regular or free-play coin-chute. Another example of flexibility is the 4-way adjustment feature, and closely related to this is the fact that all awards are metered.

"As to play appeal and earning power, 'Paramount' is breaking all past records. I have one report of a 'Paramount' which grossed one hundred and twenty dollars in one week. This may be exceptional but I can say that reports coming from all sections of the country, show that 'Paramount' is actually surpassing both 'Bumper' and 'Bally 'Reserve' in earning power."

**Chi Coin Planning New Game, Alps**

Chicago.—Chicago Coin Machine Manufacturing Co. announces that it is planning the release of a new free game as a companion to its current best seller, St. Moritz. The free game model will be known as Alps.

"Stand up," shouted the evangelist, "if you want to go to heaven."

Everybody got up but one old man.

"Don't you want to go to Beuhlah-land, my brother?" demanded the preacher.

"Sure," said the old man, "but I ain't going with any excursion."

# NEXT ISSUE OF AUTOMATIC WORLD

## WILL BE OUR BIG SPECIAL

# January Show Number

Be sure and schedule advertising for this issue. There will be added circulation in addition to the hundreds of copies we will distribute from our booth at the Big Show. This special number will produce profitable results for all advertisers.

The issue will actually serve as a BUYERS' GUIDE for many months and we are anxious to have every type of advertiser represented in this official show number. We want to see all the supply firms represented because this issue will serve as a "catalogue" more or less for our readers.

Copy and cuts must be sent us immediately because the issue must be mailed not later than January 8. It must reach the reader before time to start for the show.

## DON'T WAIT---MAIL YOUR COPY PROMPTLY AND YOU WILL BE ASSURED OF A GOOD POSITION IN THIS SHOW NUMBER . . .

## AUTOMATIC WORLD

120 SAINT LOUIS AVENUE
FORT WORTH, TEXAS

# How Would You Like to Have Fifty Vendors Free Every Year?

## HERE'S HOW . . . . THAT EXTRA NICKEL!

**By H. F. Burt, of Automat Games, Chicago.**

You can, and there is nothing magical about it. . . simply the application of a few rules that are easy to follow, and worth while.

Regardless of whether you operate 100 or 500 vendors, the selection of equipment in comparison with the possible earning power of the location, is of major importance.

Specialized vendors for special locations; single units where earning power proves that a single unit should be used; vendors with more "class" for the swanky spots; pale, pastel colors for the drug store, beauty parlors, and fancy confectionery stores; gleaming chromium for the dimly lit night clubs, taverns, dance halls, and show places; sturdy unbreakable vendors for poolrooms, garages, gas stations, factories, and "tough spots."

Proper selection as outlined, can easily increase your take five cents per week, or $2.60 per year, and on 100 vendors, $260.00. In addition, you will have less repairs, less breakage, less shifting of equipment, and less loss of locations, because you will have the right vendor in the right spot.

Another phase: The merchandise you use is also important. You can easily increase your take 20c per month per machine, by proper selection of merchandise. Naturally, the cut and try method works, and advice from your local or national candy supply, or nut dealer helps. In addition, there are sections of our country that have basic tastes. For instance, experts of the Ice Cream Merchandising Institute, can tell you that New England likes ginger; the South likes strawberry; the Pacific Northwest is orthodox in its taste, and prefers vanilla, chocolate, strawberry, etc., for different sections.

In one county, in Oklahoma, no chocolate is sold, for the very good reason that there is a peculiar type of water called, "Egyptian water," which does not go well with any chocolate flavoring, since it spoils the taste.

You can ascertain the likes and dislikes of your locality, simply by asking the soda fountan attendants, and candy store proprietors, for candy flavor information; and the attendants of stores that sell nuts, for the preferred type of nut. Why fight against prevailing taste, when it means extra money for you?

Disregarding the rest of this article, the one thing that will bring you that extra nickel, after you have the right equipment, is good service, and CLEAN VENDORS. Make it a practice to repaint where paint can be used, and re-polish all aluminum and chromium parts when needed. This is neither a costly, nor tiresome job, and you will derive a lot of satisfaction from sparkling glass, shiny, brilliant paint, and gleaming aluminum.

In fact, if you do a good job, you needn't trade them for new, because they will look like new, and you did it yourself! Take my advice and get THOSE FIFTY FREE!

---

"Yes sir, Zeke, as sure as I sit here now, I shot that old double-barrel in that flock of ducks and I brung down five of them."

Zeke (unconcernedly): "Didn't I ever tell you about me huntin' frogs the other night? Fired at one, then 500 croaked."

### "PENCILS PAY!" SAYS MOLONEY

Reports received from the field on Bally's "Rainbow" Pencil Vendor are highly favorable, according to Ray Moloney, president of Bally Mfg. Company.

"Operators are finding," Ray stated, "that pencils pay a real profit when vended by this novel machine with its clever profit-sharing idea."

"A merchandise machine in appearance and operation," Ray continued, "the 'Rainbow' Pencil Vendor rivals bell-type equipment in earning power. The brilliant hued Double Revolving Pencil Display—studded with pencils in six different colors—is a legitimate animated advertising device, yet it is packed with more suspense and thrills than a console dial. Equal value is vended for each coin deposited—a high quality pencil. Yet the intriguing 'buy back' plan—used at the merchant's discretion and depending on the color of the pencil vended—insures the kind of 'repeat play' profits formerly expected only from bells and one-shots. 'Rainbow' is definitely putting all territory back on the big-money map."

---

An old time oiler went into a store to buy a shirt and the clerk tried to sell him a trunk also.

"What would I use a trunk for?"

"To keep your clothes in."

"Say, do you want me to run around naked?"


# Attention, All Music Operators!

● Locate HARRY I. DROLLINGER'S rooms in Stevens Hotel, during Show, and learn what is necessary to do if you want to stay in the business of operating automatic music. Contact Harry I. Drollinger or W. W. (Mike) Ackman, immediately upon your arrival at the Stevens Hotel in Chicago. Nothing to sell. You put up no money. Just a lot of free advice.

# MEET THE UNIVERSAL STAFF

● Among the more prominent displays at the coming coin machine shows, will be an outstanding and unique display of a wide variety of jar games, by the Universal Manufacturing Co. of 104 E. 8th St., Kansas City, Missouri.

The Universal Company, a comparative new-comer to the Jar Game industry, has made an exceptional record in advancement and expansion since the 1938 Coin show.

The executive staff of the firm,

JOSEPH BERKOWITZ
General Manager

will be well represented at both shows, by Joseph Berkowitz, general manager, Richard Chandler, factory superintendent, Jack Daly, Universal advertising manager, and Chet Douglas, office and credit manager. In addition to this executive staff, several of the Universal field men, headed by Dan Gille, southwest divisional manager will be on hand to greet all of their friends and customers.

Starting with a small battery of presses, in September of 1937, under the personal and capable supervision of Joseph Berkowitz, veteran manufacturer, the firm has grown to be one of the most outstanding, modern plants in the country. Berkowitz has found it necessary to add several new high speed presses, and other equipment in order to attain the peak of production, necessary to supply all orders.

The Universal company, noted for its wide variety of deals and original ideas in jar game improvements, has purchased booths 115 and 116 at the December coin machine show, to be held in the Stevens Hotel, and booths 70 and 71 at the Sherman Hotel show to be held in January.

Berkowitz, in a recent statement, said, "Increased production of new types of games, has made it necessary for us to purchase two booths at both shows. With so many new types of deals, we find that it will be impossible to display our entire line in only one booth. Our policy is one of providing operators with a complete line. Only with a complete line of various types and styles of deals, can the operator be assured of having a deal to fit the needs of every type of location."

Recent additions to both the staff and equipment of Universal has made additional expansion of the factory necessary. The factory offices have been removed and this additional floor space has been converted into press rooms to house two new, high speed Miehle vertical presses. The new enlarged Universal offices, are now located in room 201 of the same building.

In commenting on the coming shows, Mr. Berkowitz said, "I am looking forward, eagerly, to the coming shows. You'll find the Universal booths, a bee-hive of activity, because we are introducing at the shows, a revolutionary new idea in jar games. This new idea, is not merely a new deal, but an entirely new idea, that will completely change the operation of jar games. Absolutely no details of our new idea will be divulged until the show, and operators and jobbers at the show, should make it a special point, to visit the Universal displays.

RICHARD CHANDLER
Factory Superintendent

The boys and myself, are also looking forward, eagerly to meeting our many friends and customers, at the show, and I want to extend a sincere invitation to everyone, to drop in, and meet us all."

**CLOSEOUT**
**250 SLOTS**
**See Mr. Plissner at Hotel Stevens during Show.**
**Used 60 Days**
**Penny-Nickel-Dime-Quarter**
**MELON BELL—**
**SILVER CHIEF—**
**PACE DE LUXE**
**WATLING DIAMOND BELL**
**Write for Price List**
**MT. ROYAL NOVELTY, Inc.**
**306 E. Baltimore St., Baltimore, Md.**

CHESTER DOUGLAS
Credit Mgr.

DAN GILLE
Southwest Division Mgr.

JACK DALY
Advertsing Mgr.

## MOVIE MACHINE TO GRACE MILLS LINE

Chicago.—Eighteen new machines comprise the total showing which Mills Novelty Co. has ready for introduction at and during the NACOMM show here, according to Fred Mills, head of the firm.

Operators are being invited to also see the full line and accessories at the factory, at which time the Mills 50th anniversary celebration will be in progress. Special festivities and "the best time you ever had in your life" are promised. The Mills record extends from 1899 to 1939.

Among the 18 new machines will be a coin-operated movie machine which is said to offer a variety of short film subjects, including comedies, dramas, sport flashes, newsreels, etc. It is stated that "in extensive operating tests this amazing machine has shown itself to be an even greater revenue producer than the phonograph."

It is also announced that Mills will show a new 20-record phonograph of radical design. The record-changing mechanism and selector are said to be an outstanding invention.

Other new machines cover all the types for which the Mills firm is well known in the manufacturing field.

## DOUBLE BULK VENDOR BEST, CLAIMS ROBBINS

"Every operator must take his service cost into consideration if he is to be successful. It costs just as much for auto expenses and labor to service our 2 in 1 Vendor as it does to service a single column bulk merchandiser. Smart operators are therefore ordering more 2 In 1 Vendors. An important feature of our machine is the fact that it requires no more space on the merchant's counter than a single column vendor, although it vends two different items and earns twice as much money. We have sold over 5000 2 In 1 Vendors and none, to our knowledge, are obtainable on the used machine market. This proves that 2 In 1 Vendors are truly "permanent" money makers, as well as built mechanically perfect. The new low price we are now quoting for the 2 In 1 Vendor should enable every operator to own a large quantity.'


# DON'T ACCEPT IMITATIONS!

**There is only one original "New-Reels" and only one original "Red White Blue" and only one original "Take-a-Tip." Do not accept substitutes! For sure profits—no losses—demand the genuine!**

**MEET US AT THE COIN MACHINE SHOWS**

**Original—New Reels**

Takes in 2520 Tickets at 5c $126.00
Pays Out (Actual) ..... 86.00
Profit (Actual) .....$ 40.00

**127 WINNERS**

**1260 SIZE**

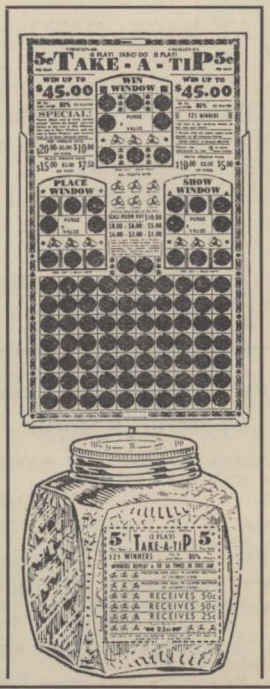
Takes in 1260 Tickets at 5c $63.00
Pays Out (Actual) ..... 41.00
Profit (Actual) .....$22.00

**169 WINNERS**

**OTHER LABELS AVAILABLE**

ALSO AVAILABLE WITH JACKPOT CARD

**Stevens Hotel Booths 115 116 December 12th -- 13th 14th -- 15th in Chicago**




**Sherman Hotel Booths 70 71 January 16th -- 17th 18th -- 19th in Chicago**

5c RED WHITE BLUE 5c
THIS JAR CONTAINS 120 WINNERS
Pays Out About 80% to the Player
All Colors Inside the Tickets
RED
All Numbers in Red 5H13 Ending in 0 Receive .50
WHITE
All Numbers in White 5H14 Ending in 55 Receive 3.00
BLUE
All Numbers in Blue 5H12 Ending in 11-22-33 Receive 1.00
LAST SALE IN JAR RECEIVES $3.00

**Original—Red White Blue**

**1850 SIZE**

Takes in 1850 Tickets at 5c $92.50
Pays Out (Actual) ..... 72.00
Profit (Actual) ..... $20.50

**90 WINNERS**

**2520 SIZE**

Takes in 2520 Tickets at 5c $126.00
Pays Out (Actual) ..... 96.00
Profit (Actual) ..... $30.00

**120 WINNERS**

**OTHER LABELS AVAILABLE**

ALSO AVAILABLE WITH JACKPOT CARD

**TAKE-A-TIP (TRIPLE PLAY)**

TAKES IN 2100 TICKETS AT 5c .....$105.00
PAYS OUT (AVERAGE) ..... $ 67.98
PROFIT (AVERAGE) ..... $ 37.02

**121 WINNERS**

**ALSO AVAILABLE IN 1050 TICKET SIZE**

**WRITE TODAY! DON'T DELAY!**

Sold Only to Operators, Jobbers and Distributors
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## UNIVERSAL MANUFACTURING CO.

(Manufacturers Only) Dept. AW-4
104 East 8th Street Kansas City, Missouri

**SPECIAL NOTICE**

Universal will positively introduce at the Coin Machine Show the most outstanding improvement in Jar Games since the inception of the industry! Not merely a new deal, but an absolutely new idea that will revolutionize the entire jar game industry. See it at our booth. You will be convinced that this new idea is entirely different and 100% better than any previous idea in punch boards or jar games!

**SPECIAL NOTICE**

Write today for lowest factory prices and information about the new Universal Pad Deals. Now the famous Original New Reels, Red White Blue and Take-a-Tip are available in pad deals, in 630, 600 and 560 ticket sizes. Also combination number deals in 630 and 760 ticket sizes. Write today! Get in on the ground floor.

# RECORD REVIEW

**From now on this record review will be a regular feature of AUTOMATIC WORLD. Southwest music ops may check this feature monthly and keep in line with what's good in platters.**

Spinning around with DECCA we find the following "Dance and Vocal" numbers going over nicely and shelling the coins right down the chute into the old cash box.

2148, I Found My Yellow Basket, fox trot by Chick Webb and his Ork, with Ella Fitzgerald doing the singing. Turn this disc over and you get "Ella," a snappy fox trot V. C. by Ella Fitzgerald and Taff Jordan. 2147, "You Must Have Been a Beautiful Baby," from Warner Bros. Production "Hard to Get." This is a Vocal with Ork and is miked on the platter by Bob Crosby and his Ork, with brother Bing Crosby doing the singing. It's a nickel getter. On the other side of this wax biscuit is "Summertime," from musical production, "Porgy and Bess," it is a vocal with Ork, Bing Crosby crooning while Matty Malneck and boys whip up the band. 2123, "My Reverie," with Bing Crosby singing while brother Bob mixes up the tunes with his Ork, is rolling along fine and will be around as a good money-maker for some time yet. Opposite side offers "Old Folks,' vocal with Bob Crosby and Ork. This is also a number that is spinning right along. 2127 is a platter you should have on your phonos. It is "I Won't Tell a Soul," (I love you) F. T. Andy Kirk and his Clouds of Joy cut the tunes while Pha Terrell does the vocal. Turn it over and you have "Toadie Toddle," FT. with vocal being delivered by Ben Thigpen. 2033 offers "The Old St. Louis Blues," FT with Ted Lewis doing clarinet as he never done it before. His Ork whips up the tunes. Other side has "I'm the Medicine Man for the Blues," FT with vocal. Ted Lewis and Ork.

DECCA'S STRING BAND AND HILLBILLY numbers are found in the following. 5604, "It Makes No Difference Now," FT is going good with vocal by Dickie McBridge. Opposite side offers "I Hate to Lose You," FT and this time Moon Mullican steps to the mike and does the singing. Cliff Bruner's Texas Wanderers dish up the tunes for both numbers. It's a winner. 5613, "Small Town Mama No. 2," is a good one with Buddy Jones singing with instrumental acc. 5160, "Ease My Wearied Mind," FT with vocal by Cliff & Moon. Turn the disc over and you have "Draggin' the Bow," FT. Cliff Bruner's Texas wanderers spread out the music for these hits. 5556, "Sugar Blues," FT. Oposite side has "Marie," with singing. These are cut by Rice Brothers Gang. 5582, "Tonight You Belong to Me,' string band with singing by Dickie McBridge. Other side has "Truckin' on Down," string band with singing by Leo. Cliff Bruner and his kids cut the tunes.

DECCA'S RACE DANCE AND BLUES are clicking right along. Here's a few numbers that you should have. 7506, "Don't You Make Me High," blues singing with Ork. "He Caught that B. & O.," blues singing with Ork. Both numbers are good. Blue Lu Barker sings while Danny Barker's Fly Cats cut the music. 7504, gives you "Carpenter Man Blues," and "Little Girl Little Girl." These two numbers are blues singing with piano and are needled by Lee Brown. They will get the nickels in the right spots. 7529, offers ops "Sugar Mama," another blues singing with piano, guitar and drums. Other side has "Truckin' Thru Traffic," with piano, guitar and drums. Spread on the wax by Peetie Wheatstraw. 7522, "Big Joe Louis," blues singing with ork. This number will certainly click in your colored spots. Opposite side has "The Numbers Man," blues singing with ork. Cut by Jack Sneed and his Sneezers. On platter 7520 Tiny Mayberry offers "Mayberry Blues," and "Evil Hearted Woman." Both are good race releases.

BRUNSWICK AND VOCALION popular and swing numbers are as follows. 8057, "Jingle (Bingle) Bells,' with "Oh, Dear! What Can the Matter Be,' cut on opposite side. These are two swell vocal numbers by Ella Logan. 8244 gives music ops "Two Sleepy People," and "Have You Forgotten So Soon." These are cut by Kay Kyser and his Ork, and are really top money-makers. 4225 offers "Tuttie-Fruitti" on one side and "Look-A-There" is waxed on the other side. These are two leading swing vocals with Slim & Slam. 4460, "I Must See Annie Tonight," and "You Must Have Been a Beautiful Baby," done by Chick Bullock and his Levee


**Decca Produces Sensational Operator Records**

"I FOUND MY YELLOW BASKET"
Decca Record No. 2148—
—Ella Fitzgerald

"IT MAKES NO DIFFERENCE NOW'
Decca Record No. 5604—
—Cliff Bruner and His Texas Wanderers

"DON'T YOU MAKE ME HIGH"
Decca Record No. 7505—
—Blue Lu Barker

"YOU MUST HAVE BEEN A BEAUTIFUL BABY"—
Decca Record No. 2147—Bing Crosby

Also Record No. 2125—Russ Morgan and Orchestra.

Rush Your Orders to Nearest Decca Branch

**DECCA DISTRIBUTING CORP.**

517 Canal St., New Orleans, La.

2025 Main St., Dallas, Texas
1313 Dallas Ave., Houston, Texas.
119 Forsyth St., S. W., Atlanta, Ga.
615 Monroe Ave., Memphis, Tenn.

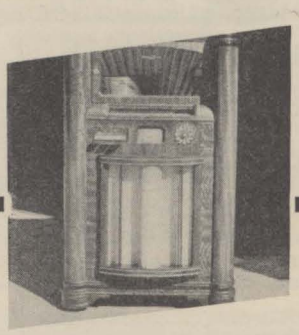


**PHONOGRAPH OPERATORS**

The 1938 VELVETONE 2000-Play Needle
Is Now the Peer of Them All
IT'S DIFFERENT

**L. E. TURNER**

1228 Park Row Bldg.
NEW YORK. N. Y.


**LIGHTED GRILLES**
FOR ALL YOUR
**PHONOGRAPHS**

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2. ONLY ONE LAMP! One Lumiline Lamp provides complete illumination in colors.

Don't Experiment! Buy the Best!

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**MEDILL ELECTRIC CO.**
3523 W. Medill Ave., Chicago

Loungers, will make you some money. Get them promptly. 4437, "At the Clam Bake Carnival," and "Jive," cut by Cab Calloway and his Ork, will click nicely in the Southwest. 4406, offers ops a real money-maker in "My Reverie" done by Mildred Bailey and her Orchestra. On the other side you get a nice number called "What Have You Got That Gets Me?" 4348, "You're the Only Star," and "Ten Pins in the Sky" recorded by Dick Barrie and his Orchestra, will do the job of nickel-getting down south.

BRUNSWICK AND VOCALION Hot String Band and Old Time Singing and Playing numbers are contained on the following. 4275 platter will do the job in up-town fashion. Get several of this number now. It is "Alexander's Ragtime Band," and "Gambling Polka Dot Blues," whipped through the paces by Bob Wills and his Texas Playboys. 4379, "Steel Guitar Blues" on one side and "Steel Guitar Chimes" on the other, done by Roy Acuff and Tennesseeans, are proving two good numbers right at this time. 4468 offers Southwest ope some real local atmosphere that is always profitable. The local boys, the "Light Crust Doughboys" have cut two good tunes, "I'll Get Mine" and "Slow Down, Mr. Brown." These numbers will click nicely. 4233 offers two profitable cuttings in "Eight Ball Blues" and "Here Comes Your Pappy," put on the wax by The Nite Owls. You can't lose with Gene Autry when he sings "You're the Only Star," and "Mexicali Rose." This is record No. 3097. Get it quick, for all your phonos. You'll want a big supply of 4102 because it is W. Lee O'Daniel and his Hillbilly Boys, cutting on the wax "Tuck Away My Lonesome Blues" and "Devilish Mary." The Westerners do well with their "Varsovienna" and "Honeysuckle Schottische," cut on No. 4222 and Shelly Lee Alley and his Alley Cats do a good job with "Train Whistle Blues" and "You Know What I Mean," cut on record 4451.

BRUNSWICK AND VOCALION Race Blues and Dance numbers that are clicking in the Southwest at this time. Here they are. 4455 by the Yas Yas Girl, "Don't You Make Me High," and "Love With a Feeling." 4280, "It's Your Time Now" and "Mill Man Blues" waxed by Big Bill, will make you money. Grab 'em. Don't fail to put on 4430 by Curtis Jones. They are "Mistakes in Life" and "Hot Dog Man." Grab No. 3510 needled by Frank Tannehill. He really struts his stuff in "Steel Mill Blues" and "I. G. N. Blues." Big Bill steps out in "Rider Rider Blues" and "Truckin' Little Woman No. 2." This is record No. 4286.

By all means, Southwest music merchants should keep some good Hawaiian numbers on their phonos.

## C. M. A. OF N. J. RE-CLASSIFIES MEMBERSHIP

Contrary to the policies of the totalitarian countries where private and personal liberties are suppressed or completely ignored, the Cigarette Merchandisers Association of New Jersey, a thoroughly American and democratic Trade Association, has adopted a new classification of membership which is intended to give greater representation to the members in the smaller brackets than heretofore. In the past the membership was divided into 5 classes, but beginning with 1939 the number will increase to 12. However, in accordance with this new arrangement, not only will the smaller members receive a greater representation on the Executive Committee but will pay their dues in a more generous proportion to their classification. The classes and number of machines in each class will include:

| | |
|---|---|
| K—1 to 25 | E—200 to 250 |
| J—25 to 50 | D—250 to 300 |
| I—50 to 75 | C—300 to 400 |
| H—75 to 100 | B—400 to 500 |
| G—100 to 150 | A—500 to 650 |
| F—150 to 200 | AA—650 or more |

In accordance with the Constitution and By-Laws, of the Association, an officer and a member of the Executive Committee must be chosen from each class of membership thus 12 separate classes of membership will be represented in the new set-up when election of officers takes place at the first meeting in January.

**William P. Bolles, Credit Mgr. for Rudolph Wurlitzer Co., who will again greet old friends at the Shows.**

## JENNINGS TO SHOW NEW PAY CONSOLE

Chicago.—O. D. Jennings & Co. announce reservation of large exhibit space at the NACOMM annual Coin Machine Show to be held here at the Stevens Hotel, beginning December 12.

"Several new machines, in addition to the new numbers recently released by Jennings, will be displayed at the Stevens Hotel," it is stated.


WE PAY CASH
for your
USED RECORDS
Wanted Any Quantity of Records by the following Artists at the Following Prices.
BENNY GOODMAN ..... 8c
Raymond Scott, Artie Shaw, Hudson-Delange, Gene Krupa, Hal Kemp, Red Norvo, Bix Beiderbecke, Don Redman, Xavier Cugat — 5c
F. O. B., N. Y. Ship Them in C. O. D.
Also all other artists' late recordings
Send us quantities and price
Deposit Will Be Sent On Request
Long Island Record Exchange
41 Cortlandt St.—NEW YORK CITY

PURE WHITE and ROSE RED PISTACHIO NUTS
We will be glad to give you complete information and new low prices on the fastest selling and most profitable item used in vending machines. Send us your name today.
ZENOBIA COMPANY, Inc.
165-167 HUDSON STREET NEW YORK, N. Y.

# Santa Fe Railroad for January Show

After discussing the trip to be made to the January CMMA Sherman Hotel Coin Machine Show, both North Texas and South Texas operators expressed themselves to the effect that they would like to travel over the Santa Fe Railway because they had never routed the delegation that way before. So, the January Show delegation will move into Chicago over the Santa Fe Route.

Complete schedule is shown in this issue and we suggest that you file your copy for reference. Operators from Houston, Galveston, Beaumont and other Southern Texas points will be routed through Ft. Worth where North Texas ops will join them at Ft. Worth.

Oklahoma operators will join the Texas delegation at Oklahoma City and the Kansas group will step on the train at Wichita, Kansas. A number of Missouri operators are expected to catch the Southwest delegation at Kansas City and all move into Chicago together. This will truly be a bumper delegation that will swoop down upon the Sherman on Sunday morning, January 15th.

Santa Fe lounge car, type of which will be enjoyed by big Southwest Delegation while they travel to big January CMMA Show Sherman Hotel, Chicago, January 16-19.

## CMMA LISTS EXHIBITORS AT JANUARY SHOW

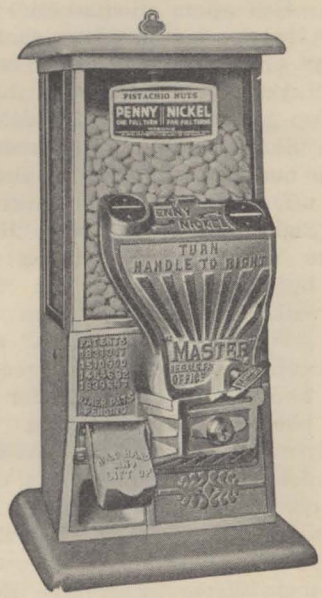
"The pick of the profit-producers will be on parade," commented Jim Gilmore, secretary-manager of the Coin Machine Manufacturers Association, as he released a partial list of exhibitors at the Annual Coin Machine Show, Sherman Hotel, Chicago, January 16-19, 1939.

"Note that the vast majority of firms using space for the January Show,' Mr. Gilmore continued, "are actual manufacturers of coin-operated machines, and include organizations which have produced many of the major money-makers during the past few years. In addition to concerns named in this partial list, many other manufacturers have indicated their intention of exhibiting at the Sherman Hotel in January. One thing the operator can be sure of is that he will see the newest in all classes of coin-operated machines and allied products —music, merchandise, amusement."

### EXHIBITORS

Acme Novelty and Mfg. Co.; American Sales Corporation; Atlas Novelty Co.; A. B. T. Mfg. Co.; Automatic Age; Automat Games; Automatic World; Bally Mfg. Co.; The Billboard Publishing Co.; Blackhawk Mfg. Co.; Block Marble Co.; Buckley Mfg. Co.; Chicago Coin Machine Mfg. Co.; Chicago Lock Co.; Chicago Wholesale Co.; Churchill Cabinet Co.; Coin Machine Journal; Crabb Mfg. Co.; Daval Mfg. Co.; R. C. Emerich; H. C. Evans & Co.; Exhibit Sales Co.; Phillip Florin, Inc.; Gam Sales Co.; Gardner & Co.; Gay Games, Inc.; Genco, Inc.; Gerber & Glass; D. Gottlieb & Co.; Great States Mfg. Co.; Groetchen Tool Co.; Guardian Electric Mfg. Co.; Hamilton Mfg. Co.; Illinois Lock Co.; Independent Lock Co.; International Mutoscope Reel Co.; Jasper Brokerage Co.; Louisville Novelty Co.; Merchandise Sales Syndicate; Muncie Novelty Co.; National Coin Machine Exchange; National Manufacturers, Inc.; Operators Supply Co.; Pan Confection Factory; Paris Bead & Novelty House; Play-Ola Mfg. Co.; Premium Sales Co.; N. Shure Co.; Stewart & McGuire; Superior Products, Inc.; Townsend Mfg. Co.; U-Need-A-Pak Sales, Inc.; Universal Mfg. Co.; United Amusement Co.; Thomas A. Walsh Mfg. Co.; Watling Mfg. Co.; Werts Novelty Co., Inc.; Western Products, Inc.; W. W. Wilcox Mfg. Co.; Winner Sales Co.


MASTER VENDORS
STEADY MONEY-MAKERS




The NORRIS MFG. CO.
COLUMBUS, OHIO

Lettered on both sides
- ROUND
- OCTAGON
- SQUARE

SUPREME Special TRADE CHECKS

Brass, Aluminum or Steel

| | | | |
|---|---|---|---|
| 100 | $3.50 | 400 | $9.00 |
| 200 | 5.50 | 500 | 10.00 |
| 300 | 7.50 | 1000 | 18.00 |

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third cash, balance C.O.D.

SUPREME PRODUCTS CO.
333 N. Michigan Avenue
CHICAGO, ILLINOIS

**BINGO "on location." This popular 1c skill game is now appearing daily in 2000 locations, says Dave Robbins of D. Robbins & Co., Brooklyn, N. Y. Bingo will be exhibited at the December Coin Machine Show.**

### Snow White Charms

There has been so much interest in the Disney charm characters that we have made a check-up on their use and find that Candy Crafters, Inc., of Lansdowne, Pa., who are featuring an authentic collection of the Snow White and Seven Dwarf charms, are doing a big business with them. There has been so much public interest in Disney characters that operators who are using the charms are greatly stimulating their sales. Candy Crafters say that in some cases sales have been doubled and some interesting figures have been revealed covering the sales stimulating effect of these popular items. ●

### ATLAS EXECS PLAN SALES CAMPAIGN

Chicago.—Atlas Novelty Co. announces that a group of its officials Morrie Ginsburg, Phil Greenberg and Julian Kratze, are making a survey of music operators in Michigan, particularly in regard to the operation of phonographs. They are planning, it is said, a sales promotion plan and want to get the opinions of operators before reaching final conclusions.

Should these operators agree with their ideas, Atlas officials say they will shortly be ready with a new, unique and attractive sales promotional campaign.

## *Just a Little Fun*

"Is your boy Josh going back to college?"

"Yes," replied Farmer Corntossel. "It'll cost something to send him, but it'll be worth a good deal to keep him from interferin' with practical work around the place."

———●———

The henpecked-appearing gentleman was gazing rapturously at a huge oil painting of a shapely girl dressed in only a few strategically-arranged leaves. The title of the picture was "Spring."

Suddenly the voice of his wife snapped: "Well, what are you waiting for? Autumn?"

———●———

A salesman was passing through a small town and had several hours to while away. Seeing one of the natives he inquired, "Any picture show in town, my friend?"

"Nope; nary a one, stranger, was the answer.

"Any pool room or bowling alley?"

"None of them either," came the reply.

"What form of amusement have you here?" asked the salesman.

"Wall, come on down to the drug store. Thar's a Freshman home from the university."

———●———

A Kansas farmer stopped at the bank to see if he could get a loan on his farm.

"It might be arranged," said the banker. "I'll drive out with you and appraise it."

"You won't need to bother," said the farmer, noticing a huge cloud of dust rolling up the road, "here it comes now."

———●———

Now that the tourists have spoiled the South Sea Islands, where can a man go who wants to get away from it all?

———●———

The "b" in debt is silent, but it has a purpose. It suggests the sting. Remember the old saying, "Oh debt, where is thy sting?"

# WANT ADS

**5c a Word Cash With Copy**

USED MACHINES, BIG STOCK. WRITE for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

WE FURNISH ALL TYPES OF TOKENS or checks for pin games or payout tables, slot machines, etc. Mailing lists compiled, coin counters, name plates. Write for circulars and samples. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill.

SCALES—PENNY SCALES BOUGHT, SOLD, repaired, exchanged. Also vending machines of all kinds. Write us what you have. Silent Selling Co., Marion, Indiana. (Reg.)

PACES RACES AND TRACK TIMES. I will buy and pay spot cash. I also sell Paces Races and Track Times. What do you want? For sale: Paper Rolls, Brakes and other parts. Write to Charles Pittle and Company, New Bedford, Mass.

PENNIES MAKE DOLLARS! OPERATE Bingo, the new 1c counter skill game. Marvelous money maker! See our display ad. D. Robbins & Co., Brooklyn, N. Y.

MUSIC ROUTE FOR SALE — 65 Wurlitzers and Mills music machines. All high grade stuff and all on good locations. Paying. Clifton Music Machine Co., Virgil, Kansas.

WILL TAKE IN TRADE—COUNTER Machines, Slots, Old Scales, Peanut Machines, Stands, Safes, Sales Boards, Carnival Wheels, Roulette Tables, Arcade Machines, for Columbus Peanut Machines, Wurlitzer Phonographs, Watling Scales and National or Mills Cigarette Machines.—O'Brien, 91 Thames, Newport, R. I.

REAL BARGAINS! 50 EVER-Ready 4 column 1c bulk merchandisers, $6.50 each; 50 Columbus Model B 5c Peanut Vendors, $3.00 each; 100 Double Column 1c Stick Gum Vendors, $4.00 each. Robbins Co., 1141 DeKalb Ave., Brooklyn, N. Y.

SNACKS 1c VENDING MACHINES. Large quantity. In excellent mechanical condition. $12.50 each. Stands $1.25. One-third of price with order, balance C.O.D. H. N. Grossman, 1052 National Bank Bldg. Detroit, Mich.

EXPERIENCED COIN MACHINE Serviceman wants job. Experienced on all type machines including Paces Races and Ray's Tracks. Go anywhere. References. J. R. Stovall, 1817 St. Louis Ave., Fort Worth, Texas.

## LOUISIANA NEWS

All aboard for the Chicago Show special and you can bet the Pelican State boys will be there like never before. Two shows have not perplexed the boys from the Bayous and a large number have signified their intentions of seeing both of them. At latest report, there will be enough going in December to fill a private chartered car while another group are motoring up. All officials of the coin machine and phonograph operating associations are going and are bending every effort to get their memberships to see at least one of the showings.

* * *

A steady stream of visitors came to help the Bell Distributing Company celebrate the formal opening of its new offices on Poydras street in New Orleans. The new headquarters of the firm, headed by Emil Iacoponelli and distributing in the New Orleans area for the H. C. Evans company and O. D. Jennings lines of machines, has more than double the space at its old stand on Baronne street. Hundreds of operators of this section took part in the celebration where refreshments and sandwiches were served most of the day. Taking an active part in helping to receive the visitors was Ruth Haenschel, secretary of the firm.

* * *

Opening of new and larger quarters for the Dixie Coin Machine company has been announced by Julius Pace, head of the firm. The new quarters will be in the next block from the present offices on Poydras street where space will be doubled. Mr. Pace, Joseph Pipitone and Sam Gentilich, owners of the firm, are all pioneers in the coin machine industry of this section.

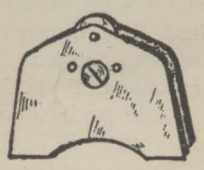
* * *

A brisk demand for Wurlitzer's new 500 and 600 model consoles and 61 model counter phonographs is reported by the Jules Peres Novelty Company. Frank De Barros, manager, reports a 15 per cent increase in November over the previous month and that sales are close to the peak experienced by the firm since it took over the valuable Wurlitzer franchise two years ago.

* * *

HEARD ALONG THE BAYOU BANKS: Ben Neubauer, Thibodaux, taking on another big line of new Wurlitzers as business picks up in his territory. . . Jules Peres' recent experience at an exclusive New Orleans night club. Was his face red? . . . Sidney Wasserman, phonograph department manager for the Pleasure Amusement Company, and Frank Gleeson "Little Pudgy" to his friends, catching and treking in from the lower Mississippi with over 600 trout and other fish. . . The Poydras street secretary who was invited for a "yacht" ride and ended up in a skiff with an outboard motor. . . The coming wedding of Julie Peres, beautiful brunette dotter of Jules Peres, to a member of the Fourth Estate, Charlies Wicker of the Times-Pic. . . Bing Crosby and his latest Decca, My Reverie, threatening to break all sales for single disc in Louisiana and adjoining states. . . How Ernie Petrowsky, the six-foot service department head for Great Southern Novelty Company, rushed into a burning building to save one of the firm's latest model Seeburg phonographs. . . Reports that Stelle and Horton have sold out their interest in the Louisiana Amusement Company, Louisiana Rockola distribs to another group of Texans. . . . Frank Alessi back in the market for a new yacht. . . Louis Boasberg and his new wife sitting at a table in the Hawaiian Blue Room with Manager of Spot Seymour Weiss. And they are looking forward to big housewarming when their palace nears completion on the shores of Lake Ponchartrain. . . Ed Rodriguez still reporting a good demand for punch boards as the holiday season nears. . . Fred King of C. and N. Sales company finding it difficult to run two businesses as the demand for coin machines grows and equal success comes to his growing realty business on the Gulf Coast. . . Frank De Grauuw, the versatile operator of Abbeville, enjoying a fine coin machine business in addition to his picture show operations and a touch of night club running. . . Uncle Joe Pipitone still raising some of the finest Radiance roses ever seen. . . Herby Mills praising the coin earning ability of the Bally line of coin machines. . . Joe Luccia, Baton Rouge, once more thrilling to the beat of the hoofs at the Fair Grounds in New Orleans as Turkey Day brought opening of the four-month season. . . Recent visitors to distributors display rooms in New Orleans were Paul Crolich, Mobile; A. Kalif, McComb, Miss.; Ed Danos, Raceland; B. A. Blaise, Bay St. Louis; J. E. Daigle, Plaquemine; "Jo Jo" Cangelosi, McComb; Jennie Coco, believed to be the state's only lady op at Thibodaux;- Frank Bla lock of Pensacola, Fla.; Kelly LeBeau, Hammond; Ferd De Ville from Ville Platte; Claude Greenwood, Morgan City's smiling Beau Brummel; Mitch DeNoux from Monroe in the north part of the state; Roy Monica, Lutcher; Leon Fontana, Bogalusa; E. J. Thoman, Slidell; E. L. Ewing, Donaldsonville and a host of others.


**ROLLER BEARING**



**Percentage Regulators**

Made of case hardened steel with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

**PRICE**
**50c Each; $5.00 per Dozen**
**$32.50 per Hundred**

**M. T. DANIELS**
**1027 University Avenue**
**WICHITA, KANSAS**

**TERRITORY CLOSED!**

**20 PACES RACES**

**Must be sold at your own price if you are reasonable.**

**Walnut Cabinets 30 to 1**

**Cash and Check Separators, Serial over 5,000.**

**CHAS. PITTLE & CO. New Bedford, Mass.**

# *New . . . and by Bally!*

## DIXIE 7-COIN ANIMATED RACE-TRACK CONSOLE

### WITH NEW "DARK HORSE" ODDS BOOSTER

**All the realistic race-track atmosphere (real miniature horses) and "neck 'n neck" suspense of Bally's famous $500 Ray's Track . . . plus the beautiful flash and eye-appeal of the modern console! New "Dark Horse" Odds Booster (an extra non-selectable horse) is part of the main action—thus insures double suspense, double thrills—not merely at the start or finish, but FROM START TO FINISH AND EVERY INCH OF THE WAY! And that double dose of "what it takes" results in plenty of stick-with-it repeat play. Write or wire for NEW LOW PRICE and details on NEW SIMPLIFIED GUARANTEED CHART-PROOF MECHANISM.**

## RAINBOW PENCIL VENDOR

### WITH "BUY BACK" FEATURE

**A merchandise machine in appearance and operation, a bell in earning power! Double Revolving Pencil Display—studded with pencils in six different colors—IS A LEGITIMATE ANIMATED ADVERTISING DEVICE . . . and also packed with more suspense and thrills than a console dial! EQUAL VALUE VENDED FOR EACH COIN . . . yet the clever "Buy Back" plan—at merchant's discretion and depending on color of pencil—insures the kind of "repeat play" profits formerly expected only from bells and one-shots. RAINBOW puts ALL TERRITORY back on the big-money map . . . be first and be glad!**

***Write for circulars of BALLY BELL, GRANDSTAND, HOT-VENDOR, FOUR HORSEMEN, LITE-A-PAX, MILLWHEEL, and other Bally Hits!***

## BALLY MFG. CO.

**2640 BELMONT AVE. CHICAGO, ILL.**

# NOW! THE FAMOUS PENNY PACK COMES WITH THE EQUALLY FAMOUS DAVAL COIN DIVIDER!

PRICE ONLY $27.50 F. O. B. CHICAGO

**THE NEW 1939 COIN DIVIDER MODEL WITH DAVAL'S ORIGINAL TURNTABLE BASE IS A COMBINATION WHICH MAKES IT A PLEASURE AS WELL AS HIGHLY PROFITABLE TO OPERATE COUNTER GAMES! DAVAL'S COIN DIVIDER, WITH TWO SEPARATELY LOCKED CASH BOXES, MEANS LESS WORK AND MORE MONEY FOR THE OPERATOR, AND COMPLETE SATISFACTION AND INCREASED CONVENIENCE FOR THE LOCATION OWNER AS WELL!**

Here's the champion counter game of all time . . . PENNY PACK . . . the penny cigarette-reel game by Daval that gets the players' pennies and makes 'em change dollars into more pennies once they started . . . the game that gave thousands of operators thruout the world a steady income for the past five years . . . in a NEW DE... of magnificent beauty . . . complete with TWO SEPARATE CASH BOXES AND COIN DIVIDER!

JUST IMAGINE — a separate cash box and key for the location owner! All coins played are automatically divided so that he makes his own payouts out of his own cash box, and always has plenty of pennies available to make change for players! The operator's separately locked cash box makes his share of 25% available to him at any time without any checkups or "divvys!"

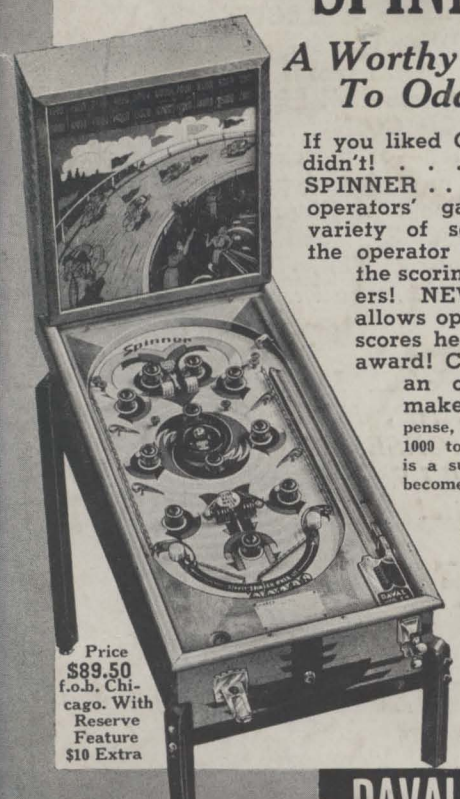
Naturally, the new PENNY PACK is built in the inimitable Daval tradition — which is the standard of the world for perfect, silent, cheat-proof and fool-proof operation, incomparable design and steady money-making appeal!

**ORDER THE DIVIDER TYPE PENNY PACK AND BE SURE OF YOUR PROFITS!**

**WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19**

## Daval's Original SPINNER

*A Worthy Successor To Odd Ball!*




Price $89.50 f.o.b. Chicago. With Reserve Feature $10 Extra

If you liked Odd Ball . . . and who didn't! . . . you'll be wild about SPINNER . . . for SPINNER is truly the operators' game! A MULTI-FLEXIBLE variety of scoring adjustments enables the operator to adjust SPINNER to suit the scoring ability of any class of players! NEW EXCLUSIVE METERING allows operator to pay awards on any scores he desires, yet retain high top award! CAPTIVE SPINNER BALL— an original Daval invention — makes players tremble with suspense, and can be adjusted to score from 1000 to 2800! EXTRA FREE BALL SHOT is a super-thriller, and can be adjusted to become operative at any desired score!

SPINNER has got everything the operator ever wished for—action, appeal, suspense, excitement, flash, color, complete metering, tamper and burglar protection, scoring adjustments, 100% mechanical perfection—everything the best hit games ever had . . . and then some. . . .

*Get Wise! Get Busy! Get Spinner!*

*The Counter Game Supreme!*

## TALLY

### Reserve Jackpot

as high as $50 in nickel play, and $10 in penny cigarette play!

FREQUENT INTERMEDIATE AWARDS provide added play incentive!

Coin Divider and Two Separate Cash Boxes enable locations to pay awards out of their share of the take, and permits operator to collect his net share without "divvys!"

COMES IN 2 MODELS: 1. PENNY CIGARETTE REELS and 2. NUMBERS - REEL NICKEL PLAY MODEL WITH EXTRA BELL-FRUIT STRIPS FURNISHED FREE, GIVING YOU TWO GAMES FOR THE PRICE OF ONE!

*Get Tally and Watch Your Profits Rally!*

PRICE $29.50 f.o.b. Chicago

**DAVAL MFG. CO. • 315 N. HOYNE CHICAGO**